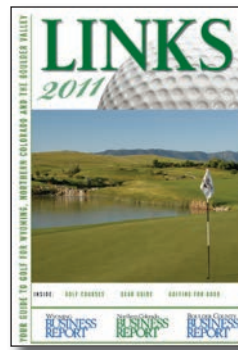


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Serving Boulder and Broomfield Counties
Volume 30 | Issue 11 | May 13-26, 2011

Developers drawn to rental market

BY MICHAEL DAVIDSON
mdavidson@bcbr.com

Low vacancy rates in Boulder, Broomfield spur interest to build apartment complexes

BOULDER — High rents, a dearth of vacancies and increasing investor interest are leading to an increase in the number of proposals to build large apartment complexes that would add hundreds of new units in Boulder and Broomfield.

Projects in the two cities that would

add more than 1,500 units to the market are either nearing construction or in the planning stages.

Boulder and Broomfield counties have seen the fastest growth in rental rates over the past year, according to quarterly vacancy reports released by

the Apartment Association of Metro Denver and the Colorado Division of Housing. The 2011 first-quarter report found that the median rent in the Boulder/Broomfield area increased 6.6 percent, from \$901 to \$961.

The median rent in the metro Den-

ver area is \$858, up 2.6 percent from the \$836 median rent of a year ago.

The driving force is the classic issue of high demand versus low supply, said University of Denver professor Gordon von Stroh, the researcher who compiled the survey.

The problem has been developing for years because Colorado had about a decade of low economic growth since

► See **Rental, 22A**

CONSTRUCTION PROJECT IN LONGMONT

The Neenan Co. constructing plant for tenant OnCore Manufacturing Services LLC



DOUG STORUM

Construction continues on a 58,800-square-foot manufacturing plant at 5800 Kennedy Drive in the Clover Basin Business Park in southwest Longmont. The \$7.9 million project will house OnCore Manufacturing Services LLC. It is the culmination of concerted efforts among The Neenan Co., OnCore, Realtor Keith Kanemoto, the Longmont Area Economic Council and the city of Longmont. See story, 10A.

TechStars top-ranked accelerator in country

MICHAEL DAVIDSON
mdavidson@bcbr.com

BOULDER — The TechStars Boulder startup accelerator is the top program of its kind, beating out peers in Silicon Valley and other entrepreneurial and technology hot beds, according to findings released this week by watchers of the venture capital industry.

TechStars Boulder took the top spot in the rankings, which were based on interviews with venture capitalists, angel investors and program graduates nationwide.

The programs were rated on whether graduates found financing, how successful they were following graduation and characteristics of the program such as the amount of financial and mental support it gives to participants.

"We're obviously thrilled to be recognized as the top accelerator," TechStars' chief executive and cofounder David Cohen said.

The rankings are the first attempt that Cohen was aware of that tried to empirically evaluate the increas-

► See **Accelerator, 22A**

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Denver businessman relaunches boulder.com

Editor's note: The following is a wrap-up of breaking local business stories published daily on the Boulder County Business Report's website. Sign up for our free BCBrdaily, an all local e-news report sent to your e-mail each weekday. Just click on "Register for E-Newsletters" at www.BCBR.com.

BY BUSINESS REPORT STAFF

news@bcbr.com

BOULDER — A Denver-area businessman has relaunched the website www.boulder.com after buying rights to the address for an undisclosed amount.

Peter Niederman, a Denver real estate broker who is chief executive of Kentwood Real Estate Services LLC, acquired the site and hopes it becomes a popular source for user-generated content, social media and event listings.



Niederman

Boulder.com contains information about local businesses, directories of services, classified listings and the Multiple Listing Service real estate database.

It is not affiliated with the city or county of Boulder.

Niederman purchased the website in October and has spent the past months redesigning it. He hopes "it

goes viral" and users generate content. The content and look of the site will be adapted to user input, he said.

"We really tried to design the website with the community in mind," Niederman said. "I'm hoping it will grow with the community. ... The site will work if I can get the community behind it."

The site is a free service and does not have advertising. Niederman said he does not intend to run the site as a profit-making venture. "It's purely a philanthropic venture for me," he said.

BCBRdaily

According to the Internet archive website www.archive.org, the site previously was owned by Local Matters Inc. and was part of the AreaGuides.net family of sites.

Posted April 29.

RTD scrubs FasTracks vote

DENVER — Voters will not be asked to approve a sales-tax increase later this year to support the construction of the FasTracks mass transit project.

The Regional Transportation District's board of directors decided during a special meeting April 26 not to put a tax increase proposal on the ballot. The board instead decided to ask voters for more money next year.

RTD says it will need to make up a funding shortfall of more than \$2

billion to complete the project. Completing FasTracks will cost \$6.7 billion according to RTD's latest projections.

"The RTD Board realizes that while economic conditions are slowly but steadily improving in the Denver Metro area, the timing is not right for a 2011 ballot initiative," RTD chairman Lee Kemp said in a statement announcing the decision. "We remain committed to continuing to work with our regional partners to complete FasTracks sooner rather than later."

RTD estimates that without a sales tax increase, the project, which will build commuter and light rail lines and stations, bus rapid transit service, park-n-Rides and a major expansion of Denver's Union Station, will not be complete by 2042.

The board will instead stick to its current financial plan, which assumes a 2012 sales tax increase of 0.4 percent in the eight-county RTD service area. RTD analysts believe the increase will allow FasTracks to be completed by 2020.

Voters must approve any tax increase. FasTracks began in 2004 after voters approved a 0.4 percent sales tax increase. The project's estimated cost at that time was \$4.7 billion.

Posted April 27.

Freytag funds Lokalite.com

BOULDER — Social media and

event locator company Lokalite.com has received \$100,000 in seed funding from J. William Freytag, a board member of the Deming Center for Entrepreneurship.

The Deming Center for Entrepreneurship is part of the Leeds School of Business at the University of Colorado-Boulder campus.

Boulder-based Lokalite was started by five University of Colorado graduate students in May 2010, said Will Powers, a cofounder and the company's chief of finance. The other cofounders are Graham Christy, Lauren Costantini, Mark Shenfield and Zach Pramer.

The Lokalite.com website went live about a month ago with a calendar of local activities, he said. It gives users a chance to post reviews of their favorite places, among other things. The website is www.lokalite.com.

Freytag met the company founders as a judge in a University of Colorado entrepreneur competition, Powers said. The idea - now the Lokalite website — took second in the competition, Powers said.

"(Freytag) had a real liking for the idea and the team in general," Powers said. "He saw enough progress and zeal from the founders that he committed the money."

Other support for the new com-

► See **BCBRdaily**, 26A



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Legislature wants cap on solar-permit fees

Bill awaits signature of Gov. Hickenlooper

BY MICHAEL DAVIDSON
mdavidson@bcbr.com

DENVER — The Colorado Legislature has passed a bill that, if signed by the governor, will cap the amount of money state and local government agencies can charge residents and businesses that wish to install solar electric or solar thermal systems.

House Bill 1199, or the Fair Permit Act, limits the cost of permit and related fees to the actual cost of issu-

ing the permit. Fees cannot exceed \$500 for residential installations or \$1,000 for a commercial system.

Inspection and permit fees currently add 33 percent to the cost of what homeowners spend on the solar installation process, according to a press release from the Colorado Solar Energy Industries Association. Typical fees across the country are \$2,516 for residential installations and up to \$100,000 for large-scale commercial installations.

In Colorado, state permit fees more than doubled last year, the association said.

"While solar costs continue to decrease

THE FAIR PERMIT ACT

limits the cost of permit and related fees to the actual cost of issuing the permit. Fees cannot exceed \$500 for residential installations or \$1,000 for a commercial system.

through innovation and efficiency, permit costs have actually increased over the past few years," COSEIA executive director Neal Lurie said. "By keeping government fees low, this legislation helps promote economic development and save consumers money."

The Legislature's fiscal analysts

did not calculate how much the bill would cost communities, but it found that counties and municipalities "are very likely to experience a reduction in revenue as a result of this bill."

The measure passed the Senate 32-2 and the House 64-1. It needs the governor's signature before becoming law.

Zeon's neon



MICHAEL MYERS

Alan Bloom, owner of Louisville-based Zeon Corp., sits in front of a variety of neon signs his company has made for craft beer brewers. Bloom estimates that 60 percent to 70 percent of its business comes from craft brewers nationally, from Boulder's Avery Brewing to Boston Beer.

Lighting the way: Sign company creates brand identity

BY ELIZABETH GOLD
news@bcbr.com

LOUISVILLE — Strong brand identity can sway a sale when potential buyers stand between your product and the competition's. Giving businesses an edge at that decisive moment is what Alan Bloom offers with standout signs and displays.

Louisville-based Zeon Corp. brings brands to life with an assortment of sign possibilities — from illuminated neon, LED and florescent light boxes to non-illuminated signs. It's the neon designs, however, that account for 60 percent of the company's production with LED signs weighing

in at 35 percent.

A competitive marketplace increases the need to shine, Bloom said.

In 1980 Bloom cofounded Zeon with then-partner Bryan Alu, and the company focused on producing moving message LED signs. In the mid-80s they took over a local neon sign business and added neon point of purchase, or POP, signs to the menu. Bloom became sole owner in 2008.

Early on, 40 percent of Zeon's business came from franchises like Kinko's and Mail Boxes Etc., but the economic mood swings changed the company's focus.

"In 2008, franchises basically disappeared due to the banking

situation because people couldn't get financing," Bloom said. "Other companies were in a wait-and-see holding pattern, and most general businesses and potential customers were going downhill."

Craft brewing, however, was growing.

Although Zeon maintained clients in industries like mattresses, sporting goods and bicycles, the company's early work with craft brewers carried it through the storm.

In 2000, Zeon signed New Belgium Brewery in Fort Collins on as a client. Today, 60 percent to 70 percent of its business comes from craft brewers nationally, from Boulder's Avery Brewing to Boston Beer.

► See **Neon, 21A**



COURTESY BIG GREEN COMPANY

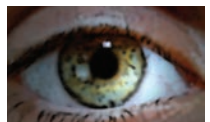
The Big Green Rabbit, the star of a children's TV show created by Boulderite Shane DeRolf, participated in the 2011 White House Easter Egg Roll.

Green Rabbit hops about at White House

Easter has come and gone, but The Eye can't rid itself of the image of the Big Green Rabbit hopping around the White House lawn.

Boulder-based children's icon, the Big Green Rabbit, joined other popular children's characters from PBS, Cartoon Network and more at the 2011 White House Easter Egg Roll on Monday, April 25. More than 30,000 people attended.

THE EYE



The theme was "Get Up & Go!" and was part of First Lady Michelle Obama's "Let's Move" initiative to curb childhood obesity.

Big Green Rabbit fights childhood obesity by encouraging healthy food choices and exercise.

In addition, Big Green Rabbit teaches children to take care of the planet by introducing them to nature from their backyard to the Galapagos.

While at the event, the Big Green Rabbit did a little yoga, danced to a live performance by Willow Smith, posed for hundreds of photos with children and their parents.

The "Big Green Rabbit" TV show airs on Rocky Mountain PBS.

Speaking of TV, Boulder-based Custom Channels will provide music for Soul Daddy, winner of the NBC TV restaurant reality show "America's Next Great Restaurant."

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White House reps listen to startups

Government pledges to reduce barriers impeding small firms

BY MICHAEL DAVIDSON
mdavidson@bcbr.com

BOULDER — Kathy Rowlen is a Ph.D, a former University of Colorado chemistry professor and a cofounder and chief executive of InDevR Inc., a Boulder-based bioscience startup company.

She knows how to start a business, hire highly trained employees and raise \$11 million to fund her company's effort to build instruments that can identify the amount of viruses or pathogens in a sample.

What she isn't, by her own admission, is someone who understands the Code of Federal Regulations, the 140,000-page compendium of rules that determine, in her case, what kind of Federal Drug Administration-compliant equipment her 23-person company can use.

"We have spent countless person hours trying to tell what that means," Rowlen said. "It's impossible to interpret."

She compared them to the Ten Commandments, which summarized the Old Testament "on just two tab-

lets," Rowlen said.

Rowlen's concern was one of many entrepreneurs and the owners and managers of small businesses shared with officials from the Obama Administration on May 9 at the Startup America: Reducing Barriers Roundtable.

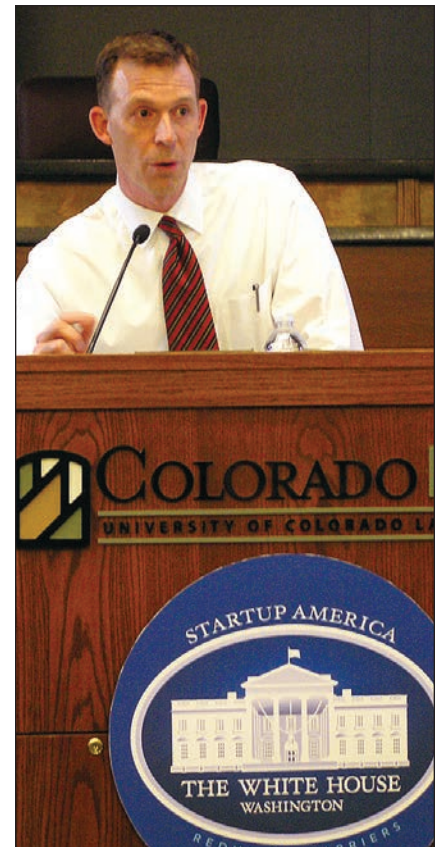
The event, hosted by the University of Colorado's Silicon Flatirons Center, is intended to give entrepreneurs the chance to let the government know what challenges they face and what the government can do to encourage growth — or at least changes rules and policies that inhibit it or burden small companies.

Regulations, policies that limit access to capital and being able to hire skilled employees were the chief concerns.

The event kicked off with a panel presentation in which administration officials extensively explained efforts to promote economic growth and to listen to entrepreneurs.

"We know that in the past government has not been able to understand what entrepreneurs have been asking for, and often is what stands in the way of entrepreneurs taking advantage of opportunities," said Don Graves, executive director of the President's Council on Jobs and Competitiveness and deputy assistant secretary for small business

► See **Startups, 19A**



MICHAEL DAVIDSON

Michael Fitzpatrick, associate administrator of the White House Office of Information and Regulatory Affairs, speaks at the conclusion of the Startup America: Reducing Barriers Roundtable. The event held May 9 at the University of Colorado was attended by more than 100 local entrepreneurs, businesspeople and officials.

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JUNE 7, 2011 11:30 AM - 1:30 PM
BGBG RESIDENTIAL BROWN BAG SERIES: Water and Energy: Conservation and the Future of Water in Colorado
Gain awareness of the energy embedded in some of Colorado's water systems and how to encourage state water and energy agencies to collaborate on water conservation programs that save energy in order to leverage their resources and provide invaluable financial and environmental benefits to Colorado's communities.

*All events at REI Community Room, 1789 28th St Boulder unless noted otherwise.

For More Information, Please Visit **bgbg.org**

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CU's TV deal worth \$20 million-plus

Move to Pac-12 more than doubles television revenue

BY BETH POTTER
bpotter@bcbr.com

BOULDER — The University of Colorado is expected to receive more than \$20 million per year, along with bumps in fundraising, ticket sales and sponsorships, following a Pac-12 Conference TV deal with Fox and ESPN.

While financial terms have not been disclosed, the deal announced Wednesday, May 4, allows member universities to share equally in revenue from the TV stations for the first time ever, CU's athletic director Mike Bohn pointed out. Financial distribution agreements have yet to be worked out, he said.

"Each member of the league shares equally, so that will be a significant piece of long-term viability of the conference and its membership," Bohn said. "We're pleased with that as a league, and we'll know more about specific details in the future."

The University of Colorado Buffs and the University of Utah Utes will become part of the sports conference in July, but TV agreements are not slated to go into effect until next sum-



COURTESY UNIVERSITY OF COLORADO

mer, Bohn said. TV revenue alone is expected to start at \$20.8 million per year for the UCU and go up once the Pac-12 starts its own TV network and begins broadcasting CU football and basketball games. CU expects its move to the Pac-12 Conference will also boost the university's ability to raises funds and sell tickets.

mer, Bohn said.


TV revenue alone is expected to start at \$20.8 million per year for CU and go up once the Pac-12 starts its own TV network, said Jeff Nelson, a spokesman for sports and entertainment analyst company Navigate Marketing in Chicago. Navigate and other analyst firms have pegged the worth of the Pac-

12, 12-year deal at about \$3 billion, or at least \$250 million per year to be split among participating schools.

By comparison, CU currently makes about \$9 million per year in revenue related to its membership in the Big 12 Conference, Nelson said. The Southeastern Conference TV deals with CBS and ESPN is worth \$205 million per year.

Fundraising from alumni is expected to increase by about 5 percent as a result of CU's move to the new conference, Nelson said. Already, excitement from alumni and others has resulted in multiple gifts to the university, according to the CU Foundation. The university has more than three times as many con-


► See **Deal, 31A**



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Thornton recruits BEDC's CEO for business retention, expansion

BY BETH POTTER
bpotter@bcbr.com

BROOMFIELD — Jessica Erickson — Broomfield Economic Development Corp.'s president and chief executive officer — is leaving her job to take a similar role with the city of Thornton.

Erickson sent an e-mail to economic development corporation members on May 2 saying she would resign her current job effective May 20. She said she would work closely with the executive committee and board of directors over the next few weeks to ensure "a smooth transition to new leadership for our investors and for the community that we serve."

Reached by phone, Erickson said she was recruited by Mike Masciola, Thornton's new economic development director. Masciola said Erickson's job will focus on business retention and expansion. Her salary will be \$83,000 per year.

The BEDC is a nonprofit group supported by the city and private investors. It is charged with aiding businesses in Broomfield. Erickson was formerly the group's vice president. She was promoted to the president's role in September after longtime president Don Dunshee retired in May.

Around the time Dunshee said he would leave the Broomfield Economic

THE BEDC

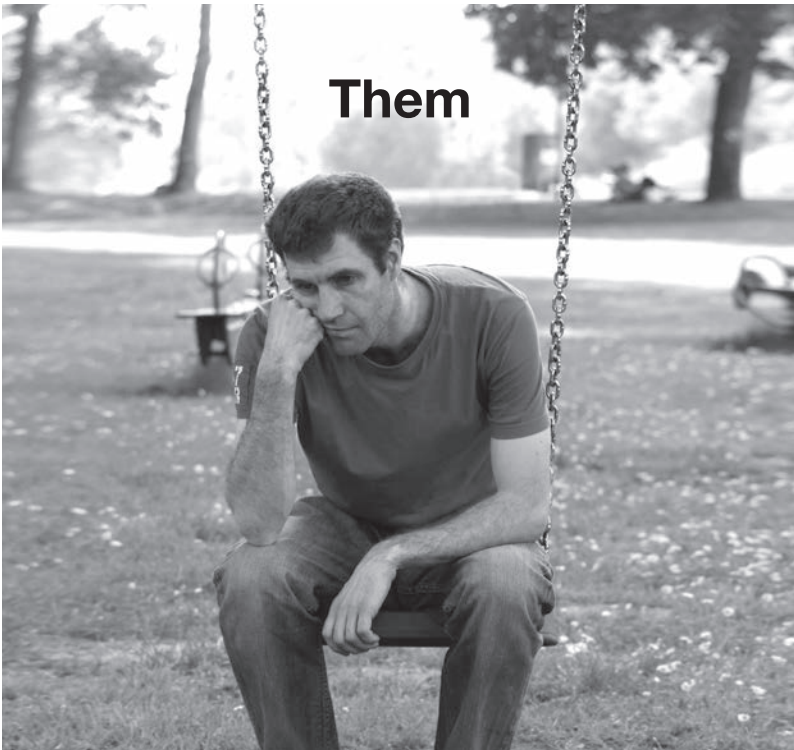
is a nonprofit group supported by the city and private investors.

It is charged with aiding businesses in Broomfield.

Development Corp. the Broomfield City Council decided to redefine the city's relationship with the group. City council members ultimately decided to add a full-time economic development manager to the city's payroll and cut financial support to the BEDC from \$246,000 to \$100,000.

Joseph P. McClure started in November as Broomfield's first economic development director with a salary of \$124,000. McClure's last day on the job was April 29, after he announced he would return home to his family in Billings, Montana.

The city hired Ralph "Bo" Martinez to replace McClure; announcing that he would start his new job on May 18. Martinez has been Denver's economic development administrator and has directed that city's Neighborhood Marketplace Initiative from the Denver Office of Economic Development.



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BCBR seeks nominations for Eco Heroes

BY BUSINESS REPORT STAFF
news@bcbr.com

BOULDER — The Boulder County Business Report is accepting nominations for its 2011 Eco-Heroes Awards.

Individuals must live or work in Boulder or Broomfield counties to be eligible.

Nomination deadline is May 20.

Nominees will have demonstrated a commitment to environmental stewardship and are fostering that philosophy throughout their organization and beyond. The Eco Heroes for 2011 will be honored at the Green Summit, June 14, at the Millennium Harvest House Hotel in Boulder

and will be featured in the Green Book, publishing later in June.

Nominate your Eco Hero at http://www.bcbr.com/bcbr_events.asp?nID=4.

Include a write-up of no more than 500 words as to why the nominee should be considered. The write-up should answer the following questions:

How does this individual, company or organization meet the criteria for this award?

What has the nominee done that is heroic?

If you have any questions on the event, nomination form or if your company is interested in sponsoring this event, please contact Kevin Loewen at 303-630-1945 or e-mail kloewen@bcbr.com.

CORRECTIONS

A story published April 29 about NIST's budget for 2011 stated there is a \$106.5 million drop in NIST's total fiscal year 2011 appropriations compared with 2010. To further clarify the statement, a NIST spokeswoman pointed out that NIST's appropriations are \$29 million less in 2011 compared with 2010. The \$77.5 million that makes up the rest of \$106.5 million difference represents extramural construction grants or congressionally directed projects in 2010. Also, the atomic clock housed at NIST is used to help provide official U.S. time, not the world as the story implied.

A story published April 29 about Quinn MacLeod's Integrated Fire Solutions, a training company for firefighter safety, a portion of a quote from MacLeod was omitted. Referring to MacLeod's use of integrated standard operating procedures from various high-risk disciplines to develop his program, the quote should have been, "Wildland firefighting agencies, for example, are regimented in briefing and in structure," he said. "In structural fire disciplines, it's not normally a formal process."

New accounting rules will impact leases

Change has arrived for the financial accounting of commercial leases.

The Financial Accounting Standards Board, which sets American standards, has been working with the International Accounting Standards Board to align its generally accepted accounting principles with international standards.



GUEST OPINION

Mark Casey

When the changes were initially announced last August, the standards board proposed to eliminate the difference between operating and capital leases in the real estate market. Based on

their simplicity and tax benefits to the lessor, operating leases are more common. Capital leases require more monitoring and compliance checks.

The rule change affecting balance sheets could bring additional liabilities for lessees, negative impacts for debt/equity ratios and differed tax impacts.

On income statements, interest expenses will be front-loaded on a lessee's balance sheet, giving rise to negative net income as interest is amortized.

For example, if a tenant has a \$2 million 10-year lease on 10,000 square feet of space with annual payments of \$200,000, the new rules could create a balance sheet liability of \$1 million, approximately five years of lease payments.

The accounting change is meant to stop "significant off-balance-sheet activity for leases," said Russell G. Golden, the technical director of Financial Accounting Standards Board. Placing commercial leases on the balance sheet, will change the way companies view their lease.

Impact of change

A likely impact of the accounting change will be to shorten the length of leases.

"If you have a 10-year lease, it will mean putting twice as much debt on the balance sheet as a five year lease, so some companies may want to go short term," said Dale F. Schlather, an executive vice president for Cushman & Wakefield.

Lease renewals also will be affected by the accounting rule change.

Many companies sign leases with renewal terms, like a five-year lease with an option to renew for another three years. Under the new rules, if it is likely that the company will execute the renewal option, they must account for the lease as if it were

actually eight years. This will mean showing more liabilities on the balance sheet, making renewal options less attractive.

The accounting rule change may also lead more companies to buy their space as opposed to leasing it.

One of the advantages of leasing has been to keep the obligation off the books. When that advantage is taken away, buying will be more attractive for some companies.

What to do

This accounting rule change illustrates the importance of getting good, time advice in making commercial leasing decision. In addition, to obtaining the help of an experienced and knowledgeable commercial leasing adviser, a company should consult with its CPA prior to making a leasing decision.

Mark Casey is the founder of Casey Partners Ltd. in Boulder. He has a master's degree in business administration from the University of Virginia, and is a graduate of the Authentic Leadership Program at Naropa University and a LEED Green Associate. He is a member of the Boulder Green Building Guild, Commercial Brokers of Boulder and Denver Metro Commercial Association of Brokers. He can be reached at 303-665-6000 or visit www.caseypartners.com.



COURTESY NATIONAL ECO WHOLESALE

National Eco Wholesale's new brand for its line of eco-friendly household cleaners features a simple "B" logo.

NEW rebrands line of household cleaners

BOULDER — National Eco Wholesale has a new packaging design for its line of eco-friendly household cleaners.

The new brand, called Boulder, has a sleek, modern image with a simple "B" logo.

The Boulder product line includes an all-purpose cleaner, glass cleaner, granite/stainless cleaner, bathroom cleaner, dish soap, laundry soap and hand soap. All products are vegetable-based, nontoxic, biodegradable and hypo-allergenic. Savage said the products are priced up to 60 percent less than conventional household cleaners.

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Last, but not least, a very special thank you to all members of the Community Food Share Guild who spent many hours organizing, soliciting and decorating for the WhiteWave Foods Spring Fest "Sharing High Hopes" A Giving Gala!

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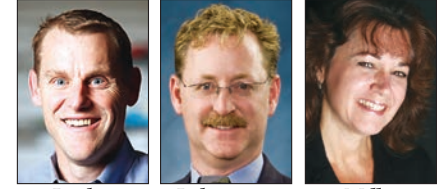
2011 WhiteWave Foods Spring Fest "Sharing High Hopes"



ON THE JOB



Collins Corrigan Kana



Lasher Lukasiewicz Miller



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Sparn Swanwick Zaik

ACCOUNTING

Rudy Rudolph has joined Eide Bailly CPAs and Business Advisors as a partner and will work in the Golden-based firm's office in Boulder. He will focus on audit, tax and consulting with concentrations in tax and business planning, mergers and acquisitions, profit improvement analysis and forecasting. His clients represent the manufacturing, real estate/construction, high-tech, renewable energy, biotech, printing/publishing and nonprofit sectors.

ADVERTISING, COMMUNICATIONS

Burns Marketing Communications in Johnstown added **Robb Copp**, **Torrie Grewe**, **Dion Dolva** and **Adrian Hanft** to its creative team. Copp will serve as interactive producer to bridge between the firm's creative and interactive departments. Grewe will serve as a graphic designer, Dova will work in video production, and Hanft is an interactive designer and developer.

ARCHITECTURE, CONSTRUCTION

Jerry Gloss of KGA/Studio Architects in Boulder and **Anne Olson** of Olson Architects in Boulder, have been selected to be part of a panel of experts discussing design trends in the housing market at the Associate Council Meeting of the Home Builders Association of Northern Colorado to be held May 26.

BANKING, FINANCE

Key Equipment Finance in Superior, an affiliate of KeyCorp (NYSE: KEY), promoted **Linda G. Ross** to manager of project management and support services. Ross will manage a group of specialized professionals who collectively support the entire Key Equipment Finance operation. Ross joined Key Equipment Finance in 2007 to manage sales process improvement. Previously, she was deputy chief operating officer for Denver Public Schools.

Daniel B. Schultz, a financial adviser with Ameriprise Financial in Boulder, received the professional certification of Certified Divorce Financial Analyst through The Institute for Divorce Financial Analysts. Schultz provides financial information and assistance to include evaluating the tax implications of dividing property and the settlement options for dividing pensions, marital property and awarding of child and spousal support.

ENERGY

Renewable Energy Systems Americas Inc. in Broomfield hired **Patrick Welch** as chief financial officer. Welch previously worked for Boston-based Atlantic Power Corp.

ENGINEERING

JVA Inc. hired **Angela Kana**, **Joseph Collins** and **Andrew Sparn** to work in the engineering firm's office in Boulder. Kana will serve as a project engineer in the environmental department, Sparn will serve as a design engineer in the environmental department and Collins will serve as a design engineer in the civil department. JVA is a structural, civil and environmental consulting engineering firm with offices in Boulder, Winter Park, and Fort Collins.

HIGH TECH

Boulder-based Zonit Structured Solutions, a developer of data center products primarily focused on power distribution and power management, hired **Ric Lukasiewicz** as vice president of sales and marketing, and **Mike Corrigan** as chief financial officer. Lukasiewicz previously was a business owner and held senior-level sales management and sales positions with Meru Networks, Mu Security, Extreme Networks, 3Com, Arrow Electronics and IBM. Corrigan previously was CFO of Visual Products Corp. and the Gordon Sign Company and Davis Audio Visual.

Longmont-based data-storage firm Dot Hill Systems Corp. (Nasdaq: HILL) appointed **Debbie Tibey** to its board of directors effective May. 6. Tibey was appointed as a Class II director and will serve until the 2013 annual meeting of shareholders. She was also appointed as a member of the company's Com-

pensation Committee. Tibey more than 25 years of experience in executive management including an extensive IT background that includes sales, marketing and channel development.

Boulder-based eCrypt Technologies (OTCBB: ECRY) hired **Tris Hussey** to lead all social media, online content and product promotion efforts. Hussey has more than 15 years of online, website development, technology, startup, product management and social media experience.

MANUFACTURING

Broomfield-based Ball Corp.'s shareholders elected **John A. Hayes**, **George M. Smart**, **Theodore M. Solso** and **Stuart A. Taylor II** to its board of directors. They will serve board terms that will expire at the corporation's 2014 annual meeting. The board also elected **Jeffrey A. Knobel** as vice president and treasurer. Knobel, 40, was elected treasurer in April 2010. He joined Ball in 1997.

Niwot-based Crocs Inc. appointed **Jeff Lasher** as chief financial officer. Lasher has served as Crocs' principal accounting officer and interim principal financial officer since January. He was the company's corporate controller since June 2009. Prior to joining Crocs, Lasher was a senior consultant for Connelly Consulting, a privately held financial services company. From 2005 to 2008, he was vice president - corporate controller for Corporate Express Inc. and vice president of finance of AutoNation Inc.

NONPROFIT

Foothills United Way has named **Amy Hardy** to the position of Fourmile recovery resource coordinator. Hardy will identify and coordinate key resources and activities that support the recovery of those affected by the Fourmile fire, Hardy is a resident of Gold Hill and has extensive knowledge of the community. Foothills United Way created the Fourmile Canyon Fire Relief Fund to help with immediate and unmet needs and to focus on long-term recovery.

The Longmont Humane Society appointed **Kim Walje** as executive director. She has been with the humane society since 2005 and has been serving as interim executive director since September 2010.

OUTDOORS

Boulder-based outdoor gear manufacturer Sea to Summit promoted **Josh Simpson** from water sports products manager to sales manager.

REAL ESTATE

Tracy Zaik and **T.R. Swanwick** joined Wright Kingdom Real Estate in Boulder. Zaik has an extensive background in sales and marketing. Swanwick has an extensive background in real estate.

Melanie Miller joined The Bernardi Group at Coldwell Banker Residential Real Estate in Boulder. Miller will be a buyer's agent specializing in residential real estate. She has 15 years of real estate experience.

Ann O'Connell joined Pedal to Properties in Boulder as a broker associate. O'Connell, a litigation attorney, owned a real estate home-staging business prior to becoming an agent. O'Connell graduated from Boston University with a bachelor of arts and the University of California, Berkeley School of Law.

Chicago-based Evans Senior Investments appointed **Jeremy Stroiman** as managing partner. He will lead the firm's office in Boulder. ESI specializes in selling senior housing and long-term care communities across the country. Prior to joining ESI Stroiman was U.S. director of sales operations for Covidien Plc.

Deadline to submit items for On the Job is three weeks prior to publication of each biweekly issue. Mail to Editor, Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301; fax to 303-440-8954; or e-mail to news@bcbr.com with On the Job in the subject line. Photos submitted will not be returned.

Innovation topic at Boulder Economic Summit

BY BUSINESS REPORT STAFF
news@bcbr.com

BOULDER — Dwayne Romero and Brad Feld will be keynote speakers at the Boulder Economic Summit on Wednesday, May 18.

Romero, executive director of the Colorado Office of Economic Development and International Trade, will talk about innovation and Colorado's economic future.

Feld, managing director of Boulder-based venture capital firm Foundry Group and cofounder of TechStars, will talk about Boulder's entrepreneurial energy. The two will speak during the breakfast session that begins at 7:30 a.m.

During the lunch session, economist Richard Wobbekind, executive director of the Business Research Division at the Leeds School of Business, University of Colorado Boulder, will speak about the economic impact of innovation.

The summit, presented by the Boulder Economic Council, an affiliate of the Boulder Chamber, will include concurrent panel discussions on innovation in key industries.

9 - 11:45 a.m.

Aerospace: Panel discussion moderated by Scott Tibbetts. Panelists include Elvir Causevic, Colorado Association

of Manufacturing and Technology, and Vicky Lea, Colorado Space Coalition.

Biotech: Panel discussion moderated by Kyle Lefkoff, Boulder Ventures. Panelists include Holli Baumunk, Colorado Bioscience Association.

Cleantech: Panel discussion moderated by Chris Shapard, Colorado Clean Tech Industry Association. Panelists include Buz Brown, Ion Engineering; and Tim Enwall, Tendril Networks.

IT/Tech Stars: Panel discussion moderated by Brad Bernthal, CU – Silicon Flatirons. Panelists include David Cohen, Tech Stars; Kimbal

Musk, Medium; and Julian Farrior, Backflip Studios.

Natural and Organic: Panelists include Phil Anson, EVOL Foods; and Patrick Rea, New Hope Media.

Outdoor/Active Living: Panel discussion moderated by Frank Hugelmeyer, Outdoor Industry Association. Panelists include Jerry Lee, Newton Running; and Jennifer Spencer, Agloves.

Noon to 1:30 p.m.

Key Strategies for Maintaining Boulder's Edge: Panelists include Brad Bernthal, Frank Hugelmeyer, Kyle Lefkoff, Chris Shapard and Scott Tibbetts.

IF YOU GO

Boulder Economic Summit

7:30 a.m.-1:30 p.m., Wednesday, May 18
Glen Miller Ballroom, University Memorial Center
University of Colorado at Boulder campus
Cost is \$65 preregistered (\$60 Boulder Chamber members), \$70 at the door. Registration fee includes breakfast and lunch. Parking available in Euclid parking lot for \$1.75/hour.
Register online at www.bouldereconomiccouncil.org.

1:30 -2 p.m.

Optional — Tour of CU's new Center for Community or Visual Arts Complex.

Construction jobs down 2 percent

BY BUSINESS REPORT STAFF
news@bcbr.com

BOULDER — The number of construction jobs dropped 2 percent in the Boulder area in March, but the local numbers are better than those of the Denver metro area and the rest of Colorado, the Associated General Contractors of America said.

In the Denver metro area, which includes Broomfield County, there was a 4 percent drop in the number of construction jobs in March, compared to March 2010, according to the trade group. Overall there was a 7 percent decline in construction jobs statewide.

While there are several large developments on the horizon in Boulder County – including a ConocoPhillips Co. research center in Louisville – no actual work is being done yet, said Michael Gifford, executive director of the trade group's Colorado office. Some residential projects also appear to be coming up soon in the region, Gifford said.

"We're projecting flat numbers," said Michael Gifford, executive director of the trade group's Colorado office. "There's no evidence that shows an increased building boom, public or private."

New state and federal budget cutbacks also could negatively impact the building industry, Gifford said.



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Team effort keeps OnCore in Longmont

Low energy rates, strong work force help finalize deal

BY DOUG STORUM
dstorum@bcbr.com

LONGMONT—A 58,800-square-foot manufacturing plant being built for OnCore Manufacturing Services LLC will keep 180 jobs in Longmont, and an additional 50 jobs are expected to be added during the next two years.

But it took a concerted effort by Realtor Keith Kanemoto, The Neenan Co., the Longmont Area Economic Council and the city of Longmont to work out a plan to help OnCore stay in Longmont.

In the end, low energy rates, a strong work force and a tidy incentive package helped seal the deal.

OnCore Manufacturing Services engineers, designs and manufactures precision industrial components used in industries such as defense, energy, life sciences and medical devices. It has 900 employees at manufacturing facilities in Longmont; Springfield, Massachusetts; San Marcos and San Jose, California; and Tijuana, Mexico.

OnCore currently occupies a



COURTESY THE NEENAN CO.

An architectural rendering shows what a 58,000-square-foot manufacturing plant in Longmont that will house OnCore Manufacturing Services LLC will look like when completed in September.

32,000-square-foot space at 2120 Miller Drive, Suite A, owned by Circle Capital Partners. But OnCore has been growing steadily since it arrived in Longmont in 2003 as Nu Visions Manufacturing LLC and changed its name to OnCore in 2006, when it merged with Veritek Manufacturing.

Kanemoto had been searching for a larger site for OnCore for the past six years.

The Neenan Co., based in Fort Collins, is financing, designing and constructing the building, which it will own.

OnCore has signed a 12-year lease

and is expected to move in by the end of September, said Randy Myers, president of Neenan.

Neenan was one of three general contractors asked to bid on the project by Kanemoto, a Realtor with Prudential Rocky Mountain Realtors in Longmont. The deal included Neenan purchasing 5.2 acres at 5800 Kennedy Drive in the Clover Basin Business Park in southwest Longmont.

Negotiations with property owner Westminster-based Western Property Advisors Inc., which has an office in Fort Collins, included subdividing a 13.62-acre plot. The park also houses

Seagate Technology LLC and a small Microsoft data center.

Myers said Neenan did a lot of build-to-suit projects for tenants in the 1980s and 1990s, but opportunities have been scarce in the last few years.

Neenan's most recent such project was the Redstone Professional Office Building on the Poudre Valley Health System Harmony Outpatient Campus, a set of medical center condominiums completed in 2007.

"We checked OnCore's financials, and were able to come up with several plans, and we were able to secure

► See **OnCore**, 11A

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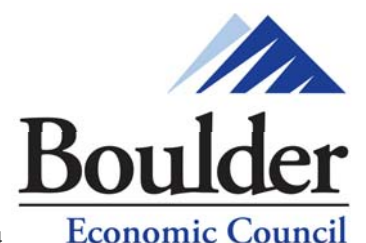
Featured speakers include:

- Brad Feld, *Managing Director, Foundry Group, Co-founder, TechStars*
- Dr. Richard Wobbekind, *Associate Professor and Executive Director, Business Research Division, Leeds School of Business, University of Colorado Boulder*
- Dwayne Romero, *Executive Director, Colorado Office of Economic Development and International Trade (OEDIT)*
- Dr. Phil DiStefano, *Chancellor, University of Colorado Boulder*
- *Aerospace, Biotech, Clean Tech, IT, Natural & Organic and Outdoor industry experts*

Don't miss this event! Register today at www.bouldereconomiccouncil.org/news-events

Registration: \$65 pre-registered (\$60 Boulder Chamber members), \$70 at the door. Registration includes breakfast and box lunch.

Boulder Economic Council, an affiliate of the Boulder Chamber, 2440 Pearl Street, Boulder, CO 80302, 303.442.1044



ONCORE from 10A

financing through First National Bank in Fort Collins," Myers said.

Neenan is expected to receive about \$252,000 in development-fee rebates from the city of Longmont, which is expected to be passed on to OnCore, possibly through lease rates, said Brad Power, director of Longmont's Economic Development Department.

OnCore president and chief executive Dan Perez wanted to keep the engineering, design and manufacturing operations in Longmont, primarily because of its skilled employees.

"There is a strong work force here in the Longmont area. Our people are very important. We didn't really want to leave, and we didn't want to build a manufacturing plant," Perez said. "We would rather lease a space and spend our money on advancing the business rather than owning land and buildings."

With several circuit-board makers closing down, the pool of talent became deeper. Kanemoto began searching for a suitable site for OnCore's six years ago. He scouted several sites — in Longmont, Boulder County and outside Boulder County, but believed the Clover Basin site was desirable because the city of Longmont already had the infrastructure in place and the city also boasts the lowest electric rates in the state. Power is provided by Longmont Power & Communications, which is owned by the citizens of Longmont.



COURTESY THE NEENAN CO.

The building will consist mainly of open space for the manufacturing assembly lines, but includes offices for engineers and a guest reception area, seen here.

According to a July 2010 survey conducted of 46 in-state utilities by the Colorado Association of Municipal Utilities, Longmont Power has the lowest rates for residential, large commercial and industrial customers.

Kanemoto and John Cody, president and CEO of the Longmont Area Economic Council, worked with Power's office to facilitate the incentive package. They pitched it to the Longmont City Council, which voted 6-0 earlier this year to approve the request.

The fees and taxes to be waived include building-permit and plan-check fees, transportation community investment fees, city sales tax and grading permit fees.

The company also has pledged to hire an additional 46 full-time employees within two years of moving into the new facility. If it does not make the hires, a percentage of the fees will be returned to Longmont.

One of the requirements to receive the incentive package is the jobs must pay a minimum of \$25.06 per hour. "They exceeded that," Power said.

Cody had worked with OnCore and Kanemoto about 2 1/2 years ago to help them find an existing space in which to expand. "That died away, but last spring they came to us with the idea of constructing a building," Cody said.

Cody is witnessing increased activity from the manufacturing sector

in Longmont, and OnCore's project represents the first new construction for primary employers, those who sell products and services outside the area, in several years.

The most recent large commercial construction project in Longmont was in 2007 when American Honda Motor Co. Inc. built a 60,000-square-foot data center at the Boulder County Business Center at 1601 Dry Creek Drive.

Longmont mayor Bryan Baum considers the OnCore project a high priority for the city's economic-development efforts.

"The combination of new construction, increased job growth and the diversification of our local economy all contribute toward the economic growth we are trying to foster," he said.

Michelle Fisher, Neenan's design manager and team leader on this project, said OnCore has highly technical manufacturing processes to create circuit boards and electrical components.

"We designed the building to accommodate OnCore's high demand for electricity and flexibility to change configuration of manufacturing assembly lines," she said.

The building has 20 skylights, and the roof has R36 insulation for energy efficiency.

The building consists mainly of open space for the manufacturing assembly lines, but includes offices for engineers.

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FOCUS: WORKING FROM HOME

Even home workers get the blues

Enforce boundaries between work, life for business success

BY TRACEE SIOUX
news@ncbr.com

Whether you own your own business, work from home, or have a day job that follows you home like a lost, hungry mutt every night, self-enforced boundaries are the key to harnessing work and carving out time for a life.

Especially if you work from home you may think you'll have "more time," but this illusion can be dangerous.

"People have this vision that working from home is going to be so freeing; in reality it's quite the opposite," according to Shane Siegfried, a Focal Point Certified Business Performance Coach in Fort Collins. "Without boundaries you're going to be 100 percent working all the time and 100 percent at home all the time. Both parts can overtake your one life. Even though you feel you have more time, it's like carbon dioxide, it's odorless and colorless. It lulls you to sleep and the next thing you know you're dead or your business is dead or your spouse has left you and your kids hate you."

To avoid this worst case scenario, experts suggest using time blocking, outsourcing, reigning in the BlackBerry, prioritizing and rituals.

Siegfried says he's "absolutely fanatical" about time blocking - marking out chunks of your day with several categories.

"Schedule your personal time first. Family time, things that keep you sane, working out; then what is left over is for work," Siegfried recommends.

Keep the work time simple, narrowing your "42 million things to do" down to a legitimate three to four - maybe marketing, bookkeeping, making sales calls and networking, Siegfried said. When someone calls you to say they'd like to meet with you, you can look at your calendar and know what meeting space you have available.

Tracy Monthei, owner of Enchanted Threads in Fort Collins and author of "13 Things To Consider," an e-book about working from home, uses time blocking to set her hours and stick to them.

"You can't do it all, so you have to set your priorities," she said. "For me, the priorities are my children. I make sure volunteering at their school and taking them to TaeKwonDo is on my calendar, so I know that this is not a time when I can meet somebody. If you have to keep odd hours, make sure you're making up for that on the other end by scheduling the family and personal time. You can't take care of your family if you're not taking care of yourself."

Be smart with your smartphone

The smartphone is a useful invention if you're not letting it run your life. Stop answering your phone like it's 1980 and voicemail hasn't yet been invented. Likewise, don't answer e-mail and texts during off hours or on weekends.

Siegfried calls this "training your clients." If you're answering messages after 6 p.m., you're training your clients to expect you to be available. If you don't, the clients understand and expect you to get back to them in the morning.

Find that work/life balance

Working at home requires a certain amount of discipline to keep it from becoming a 24/7 deal.



Prioritize: Decide what the most important things are and focus on those.

Time block: Make time for family and personal priorities first. Keep it simple with three to five broad categories (client meetings, marketing, sales calls and bookkeeping).

Ignore your smartphone: Turn the phone and computer off after work hours. Answer email and phone calls during work hours.

Train your clients: If you always respond during work hours, that's what they'll expect.

Outsource: Hire freelancers, virtual assistants, babysitters and contract workers for time-consuming tasks. This frees you to focus on your priorities.

Create ritual: Rituals give your brain and body a signal to switch from work-mode to home-mode.

Obey self-imposed rules: Don't cheat yourself or your family by making frequent exceptions.

SOURCE: BUSINESS REPORT RESEARCH

"Someone told me once not to pick up the phone immediately," recalled Matthew McIntosh, a World-Pay account executive who works from his Fort Collins home office. "I tried it and I realized that not only do I finish what I'm doing, but I'm able to research their (voicemail) question so that I'm prepared when I call them back."

Business can become like an octopus. "If we didn't have clear, defined parameters or boundaries it would spill over into all parts of our lives," said Marie Hornback, owner of HMS Protocol & Etiquette Training and Sign With Prestige in Fort Collins. "The only time I would ever check my smartphone (at home) is if it were urgent or I knew the only time someone could call me would be in the evening. That is very, very rare, not even twice a year. I absolutely do not go home and then keep following up with my e-mails. I do not go home and then start doing any type of work."

Switch gears with ritual

Ritual plays an important role for those who work out of their homes. Having a ritual tells your mind and body that you're switching gears from work to home.

"When I started working from home I thought, 'Oh, it's great, I can work in my pajamas,'" McIntosh said. "I can't. I wear a uniform, a self-imposed uniform. By taking off my work shirt and putting on blue jeans and a T-shirt I'm no longer at the office. I make it very clear cut. I take my son to school and then I go into my office. At the end of the day I make a conscious effort to say, 'It's 5:30 or 6, hey, I need to go home.' I turn off my office light and shut my door."

Such rituals help keep work and home separate. Without them, McIntosh said, "with my personality I'll work all the time. When you work at an office, there's still that feeling of 'walking away.' I had to

artificially set that up for myself. At the end of the day, I take my work phone off my hip and leave and I don't answer my work phone because I've left work. It's my way of keeping sanity. I have to have a time to calm down."

Maybe it's as simple as shutting the office door and turning the phone off so you don't hear it, or maybe a little more elaborate disconnect. "I've known people who walked out the back door and come around to the front door," Monthei said.

Hire a professional

Outsourcing is gathering steam as a way to get more done without having to sacrifice a life, whether its help with childcare or hiring freelancers.

"People think they can't afford it because they have 40 hours a week in their mind," Siegfried pointed out. "But there are people that will do contract work for specifically what you need them to do. They're going to do it faster than you can, you've got it off your plate and it frees up more of your time to do more of your other work."

"I do a lot of outsourcing, so that my main focus is on sales. You can't do it all," Monthei agreed.

Corey Radman, a freelance writer in Fort Collins, doesn't need full-time help. "I use the drop-in daycare center for my son, while my daughter's at school when I need to do interviews and that works perfectly."

Tiffany and Gary Blackden owners of GTS Therapeutics and Networking Fort Collins, alternate shifts at work and shifts with their children. When that isn't possible, they utilize babysitters and also use Kidstown Drop-In Child Care Center in Fort Collins.

"I don't think we can ever go back to an office where we wouldn't have flexibility around our family life," Tiffany Blackden said. "It's important to how we build our lives."



COMPUTER-TRAINING COMPANIES

(Companies in Boulder and Broomfield counties ranked by number of local employees.)

RANK	PREV. RANK	Company	No. of local employees No. of instructors	Types of software/programs taught	Target audience Course location Length of training	Teacher:student ratio Combined no. of years of instructors experience Cost per course	Person in charge Year founded Website
1	1	NEW HORIZONS COMPUTER LEARNING CENTERS 11001 W. 120th Ave. Broomfield, CO 80021 303-285-1746/303-745-3608	40 12	Microsoft technical, Microsoft Office, graphic design and media, and Cisco certifications. Project Management, ITIL, Virtualization courses available.	Business, consumer, technical and end users. One to five days.	1:10 or 1:20	Richard Ray, General Manager 1999 www.nhcolorado.com
2	2	MCAD TECHNOLOGIES INC. 6610 Gunpark Drive, Suite 100 Boulder, CO 80301 303-527-0160/303-527-0159	24 4	Solidworks 3-D CAD.	Business (technical). On site. Typically 16 to 32 hours.	1:4 Varies.	Joel Quizon, Vice President 1989 www.mcad.com
3	4	COMM-TECH 5398 Manhattan Circle Boulder, CO 80303 303-530-4976/303-245-8245	9 3	Autodesk reseller for AutoCAD, Civil and MAP 3D software. Training in AutoCAD-based engineering software. Courses offered: Basic AutoCAD, Civil and MAP 3D.	End-user, business, consumer and government.	1:6	Mike Ontiveros, President 1992 www.ctcivil.com
4	5	BOULDER DIGITAL ARTS LLC 1600 Range St., Suite 100 Boulder, CO 80301 303-800-4647	4 40	Professional and affordable classes and workshops in Web design, digital imaging, Web marketing and video production. Also offers specialized custom training for individuals and groups.	Business and consumer. BDA's 6,000-square-foot training facility or at client's location. One evening, one day, or one week.	1:5 275 \$60 to \$1,000	Bruce Borowsky, Director 2004 www.boulderdigitalarts.com
5	5	CMIT SOLUTIONS 808 S. Public Road, Suite 102 Lafayette, CO 80026 303-673-9994/303-952-8014	4 5	Onsite technical support, training and troubleshooting for networked and standalone systems; training in MS Word, Excel, PowerPoint, Publisher, Access, ACT!, Outlook, QuickBooks, PhotoShop Elements, Constant Contact, PageBuilder, LinkedIn and small business marketing.	Small business. Varies. Varies.	1:5 90 \$59 to \$359	Susan Bateman, Owner 2002 www.cmitstudio.com
6	7	DEVELOPINTELLIGENCE LLC 844 Main St., Suite 205 Louisville, CO 80027 303-395-5340/303-395-5340	3 20	Open source technologies and software development languages and processes such as MySQL, JBoss, Apache, Java, JavaScript, Android development, and Agile programming.	Business, software development teams. On site, client's site, online. One to 15 hours.	1:8 50 \$495 - \$19,995	Kelby Zorgrdrager, President 2003 www.developintelligence.com
7	NR	AEROWEBWORKS 4329 Snowbird Ave. Broomfield, CO 80020 303-350-8000/720-294-1100	3 3	Custom and template-based websites, web hosting, website updates and maintenance, graphic design, training, technical support, Internet sales, marketing and programming.	Consumer/end user. Client's site and online.	Varies. 40 Varies.	Jeff Schultz, Owner 2000 www.aerowebworks.com
8	NR	MACASSIST LLC 4088 Dawn Court Boulder, CO 80304 303-245-0045/303-506-3367	1 1	Macintosh operating system, train/tutor people and businesses in OS X and its applications.	Consumer, business.	Varies. 10	Mike McDaniel, Owner 1998 www.macboulder.com
9	9	PC OBEDIENCE 2020 Bluebell Ave. Boulder, CO 80302-8026 303-441-2900	1 1	Word processing, spreadsheets, accounting, operating systems, presentation software, desktop publishing, personal information managers, Internet, all levels from novice to advanced.	Consumer/end user and businesses. Client's site or PC Obedience office Varies	1:1 26 Varies	Diana Baranauskas, Owner 1990 www.pcobedience.com
10	9	SHIFT 7 CONSULTING LLC P.O. Box 19543 Boulder, CO 80308 303-774-8202	1 1	ACT! consulting, training and implementation.	Consumer/end user. Training facility in Boulder, on-site or remote training. Varies	Varies. More than 10 years. Varies.	Allison Yacht, Owner 2002 www.shift7consulting.com

N/A: Not available. If your company should be on this list, please request a survey by e-mailing research@bcbr.com or calling our research department at 303-440-4950.

SOURCE: BUSINESS REPORT SURVEY

RESEARCHED BY Beth Edwards

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From left, emergency medicine specialist Jason Rozeski, MD, interventional radiologist Jie Mao, MD, neurosurgeon Lee Nelson, MD and neurologist Janice Miller, MD.

HEALTH CARE AND WELLNESS

BCBR.COM

15A | Medical File, 16A | Plastic and Cosmetic Surgeons

Cosmetic surgeons and their devices

Sound Surgical in Louisville makes one for liposuction

BY BETH POTTER

bpotter@bcbr.com

BOULDER — Doctors who perform cosmetic surgery in the Boulder Valley use a variety of modern devices, including some made by a local liposuction/body shape device manufacturer.

Liposuction is one of the most popular cosmetic surgery procedures done in the region and across the country, according to area doctors and the American Society of Plastic Surgeons.

Nationally, doctors performed 209,000 liposuction procedures in 2010. Breast enhancement is the most popular surgery locally and nationally, with 296,000 procedures done in 2010.

Varicose vein removal and face-lift procedures also are popular locally.

When it comes to liposuction, female patients of Dr. Claude Burrow in Boulder most commonly want fat removed from their abdomens and “saddlebag” thighs, the doctor said. Men want their “love handles” removed, said Burrow, who is board certified by the American Society of Plastic Surgeons. Burrow’s Cosmetic and Reconstructive Plastic Surgery practice is at 2800 Folsom St. in Boulder.

Burrow performs liposuction procedures at Boulder Community



JONATHAN CASTNER

Dr. Claude Burrow performs liposuction procedures at Boulder Community Hospital with a VASER Lipo System liposuction machine made by Sound Surgical Technologies LLC in Louisville.

Hospital with a VASER Lipo System liposuction machine made by Sound Surgical Technologies LLC in Louisville. The company’s newest liposuction device — the PowerX Lipo System — recently was cleared for use by the U.S. Food and Drug Administration. The new device sells for \$19,000, according to company information.

The VASER devices have ultrasonic technology that lessens bruising during surgery and less damage to a patient’s nerve and vascular structures, which speeds recovery after surgery, Burrow said.

“Liposuction is a contouring procedure, not a weight-loss procedure,”

THE VASER DEVICES

have ultrasonic technology that lessens bruising during surgery and less damage to a patient’s nerve and vascular structures, which speeds recovery after surgery.

Burrow said. “You can exercise until the cows come home, and, until you’re starving to death, it’s not going to go away. You have to maintain a healthy

lifestyle to preserve the results you’ve gotten from the liposuction.”

At least 150,000 procedures have been done around the world using Sound Surgical Technologies VASER devices, said Jen Gallerani, marketing communications coordinator at the company. Sound Surgical also makes VASER Shape devices, which treat cellulite and offer “less dramatic results,” Gallerani said.

“Which devices they use depends on physician preference and patient preference,” Gallerani said of the industry. “More and more, we see doctors getting a whole onslaught of tools to work with.”

► See **Devices**, 17A

Fewer small businesses offering health insurance

BY BUSINESS REPORT STAFF

news@bcbr.com

DENVER — Fewer small-business employers provided health benefits to their employees in 2010, according to a report released by the Department of Regulatory Agencies’ Division of Insurance.

The small-group market is made up of employers who provide employee health coverage through a Colorado regulated health-benefit plan, and have no more than 50 eligible employees in Colorado for at least half of the year. It also includes employers with only one employee,

known as Business Groups of One.

Key findings in the report include:

- A decline in both the number of small group plans, by 10 percent, and covered lives, by 7 percent.
- Business Groups of One, a subset of small employers, decreased by 15 percent.
- Of 16 insurance carriers serving the small-group market, 10 sell new policies and six are in the process of leaving the small-group market.
- The average index rate premium increased 22 percent between 2007-2009 with a small decrease by 2010. The index rate is the average rate

charged to all small employers before any adjustments for an employer’s specific group characteristics.

In 2010, small group premium renewals varied less than in 2009 following the implementation of a new modified community rating structure. More employers saw premium renewal increases of between 0-20 percent.

But, the numbers do not tell the whole story.

“It’s clear that fewer people are being covered by small-group health plans, but we do not know what happened to those who have left,” said interim insurance Commissioner John J. Postolowski. “Some peo-

ple may have switched jobs, found insurance on their own, become uninsured or left the state.

Many factors affect the small employers in Colorado. Part is the rating structure combined with the economy and continued increases in the cost of providing health care,” he said. “It’s difficult to isolate one thing as the cause for the continued decreases in this market.”

The 2010 Small Group Market Activity and Rating Flexibility Report can be found at the division’s website at: <http://www.dora.state.co.us/insurance/rtfo/2011/rtfoSmallGroupMarket2010Report050211.pdf>.

Docs offer 'concierge medicine' at extra cost

Nobody wants to get sick or to be sick. So it makes sense that many of us are looking for ways to stay healthy — trying to eat less processed foods, to exercise more and to stay away from environmental pollutants.

At least three doctors in the Boulder area offer specific concierge-style, or more personalized, preventive wellness programs to help us.

In each case, patients pay an annual membership fee of \$1,200 to \$1,800 or so and get lab tests and screenings for heart health, diabetes prevention, weight management and sleep disorders, among others. Such programs usually are not covered by insurance.

Such doctors also schedule appointments for no less than 30 minutes and have smaller practices — in one case about 600 rather than 1,500 — with the goal of having more time for each patient.

Dr. William Brubaker, an internal medicine specialist practicing at the Medical Pavilion of Boulder Community Hospital, belongs to the national MDVIP program based in Boca Raton, Florida.

While Brubaker said he is not a personal trainer by any means, he certainly acts more like a health coach, since he took on his new role last fall. Brubaker said he now has more time to

talk to each patient about things like cholesterol, diabetes prevention and management and healthy options.

"It's the way I envisioned practicing medicine when I went to medical school. I have fewer patients, but I spend more time with them," Brubaker said. "It really benefits my patients."

Certainly, Boulder County offers plenty of good doctors, Brubaker said. All of the screenings he offers can be ordered by any doctor. But Brubaker says his patients are proactive in looking at health issues. For their efforts, they receive customized wellness plans — and, of course, results to all of the additional tests.

Dr. William Blanchet also offers preventive care in Boulder through the Advanced Prevention Program that he developed for his patients, said Lindsay Woods, clinical liaison for Blanchet at Boulder Internal Medicine. Screenings done by Blanchet and John Campbell, his physician assistant, have "caught so many things," Woods said.

Blanchet focuses on heart scans and an ultrasound screening pack-

age that's heavy on looking for artery plaque and other signs of heart disease. The doctor has a dedicated cell phone for patients to call him, Woods said. Blanchet also is the medical director of Front Range Medical Imaging.

"Statistically, a third of his patients should have had heart attacks, but he has seen no heart attacks in four years," Woods said.

Dr. Erik Mondrow, chairman of the department of medicine at Avisa Adventist Hospital in Louisville, offers "concierge" medicine at his Flatiron Premier Medicine office in Louisville as well.

Across the country, such doctors get involved with patients outside the office, too, by offering perks like bicycle rides or healthy cooking classes, said Mark Murrison, president of marketing and innovation at MDVIP.

"The doctor is there not just to treat the sore throat, but also to become their health coach, their health adviser, so they can make decisions that help them live healthier lives."

The cost of choosing a MDVIP doctor works out to about \$4 per day, which is a small price to pay when you're thinking about your health, Murrison said. He compared that cost to making a trip to Starbucks for a coffee every day, ordering satellite TV service, or — horrors — paying for cigarettes to support a smoking habit.

"Health care really is focused on taking care of people after they become sick, and that approach frankly isn't working well," Murrison said. "There's a belief that there has to be a better way to help people live better, healthier lives so they can be as healthy as possible as long as possible."

Dr. Laird Cagan at Frontier Internal Medicine in Longmont and president of the Boulder County Medical Society likes the idea of focusing on wellness, but points out that only a small number of patients can afford to pay the extra money.

Of course a myriad number of other doctors and the LiveWell community programs in the area offer a variety of other wellness programs — and I applaud them as well.

Cagan said he understands the benefits of smaller practices, but his goal is to take care of larger numbers of people, both through his practice and his larger community activities such as heading the county medical group.

"It's a program that's going to help a small number of people instead of extending the benefits of wellness and more efficient medical care to all," Cagan said. "The person who is able to buy Starbucks every day can afford both (coffee and additional health care.)"

Beth Potter can be reached at 303-630-1944 or e-mail bpotter@bcbr.com.



MEDICAL FILE

Beth Potter

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PLASTIC AND COSMETIC SURGEONS

(Plastic and cosmetic surgeons in Boulder and Broomfield counties listed alphabetically.)

RANK	Surgeon name	No. of years in practice Member of American Board of Plastic Surgery? Member of the American Board of Otolaryngology? Website	Where received medical school training, residency and fellowships:	Practice specialties Percent of practice devoted to cosmetic surgery	Other professional associations	Clinic name Hospital affiliation/s
1	BLUESTEIN, DR. EVE 1068 S. 88th St. Louisville, CO 80027 303-938-1161/303-443-6830	10 No No www.bsurgicalarts.com	Medical school: University of Cincinnati; Surgical internship and residency: University Hospital in Cincinnati, Ohio.	Facial plastic surgery.	American Academy of Cosmetic Surgery, American Board of Oral and Maxillofacial Surgery, Webster Society of the Cosmetic Surgery Foundation, National Dental Board of Anesthesiology, Boulder County Medical Society, American Medical Association, Colorado Medical Society.	Bluestein Surgical Arts PC Skyridge Medical Center, Centrum Surgical Center, Boulder Community Hospital, Avista Adventist Hospital.
2	BURROW, DR. CLAUDE H. 2800 Folsom St., Suite B Boulder, CO 80304 303-449-5822/303-449-7422	32 Yes No www.DrBurrow.com	Medical school: University of Mississippi School of Medicine; Plastic Surgery residency: General surgery residency at University of Texas Southwestern in Dallas at Parkland Hospital. University of Tennessee.	Plastic surgery, cosmetic surgery with emphasis on breast enhancement, reduction and reconstruction. Also face and neck lifts. Abdominoplasty and liposuction. Botox and Juvederm, physician injected. 80%	Fellow American College of Surgeons, American Society of Plastic Surgeons, Alpha Omega Alpha Honorary Medical Society.	Claude H. Burrow Avista Adventist Hospital, Boulder Community Hospital
3	CAVANAUGH, DR. KEVIN C. 1551 Professional Lane, Suite 280 Longmont, CO 80501 720-494-9111/720-494-9555	16 No Yes	Medical school: Loyola University Chicago - Stritch School of Medicine. Residency: Loyola University Chicago. Fellowship: University of Texas at Houston.	Facial plastic surgery, otolaryngology.	Board-certified in otolaryngology; fellow for advanced facial plastic and reconstructive surgery.	Front Range Otorhinolaryngology & Facial Plastic Surgery
4	GOLDMAN, ANDREW C. 4745 Arapahoe Ave., Suite 130 Boulder, CO 80304 303-558-8800	13 Yes Yes www.enhanceyourskin.com	Medical school: Rush Medical College. Residency: SUNY- Health Science Center, Brooklyn. Fellowship: University Hospital Bern, Switzerland.	Otolaryngology, facial plastic surgery, skin laser resurfacing. 10%	Board of Facial Plastic Surgeons.	Laser & Cosmetic Associates of Boulder and Boulder Valley Ear, Nose & Throat Associates Boulder Community Hospital, Avista Medical Center, Flatirons Surgery Center.
5	HARTLEY, DR. WINFIELD 2525 Fourth St., Suite 202 Boulder, CO 80304 303-443-2277/303-443-7124	10 Yes No www.boulderplasticsurgery.com	Medical school: Emory University; General surgery training and plastic surgery training: University of Texas Southwestern Medical Center, Dallas; Fellowship in aesthetic surgery: Dr. Bryon Mendelson, Melbourne, Australia; Fellowship in aesthetic and reconstructive breast surgery: Dr. Pat Maxwell, Nashville, Tenn.	Breast reconstruction and augmentation, facial rejuvenation, body contouring, skin cancer reconstruction. Minimally invasive short-scar facelifts. Body contouring after weight loss or pregnancy. 60%	American College of Surgeons, American Society of Plastic Surgeons, Colorado Society of Plastic Surgeons, Colorado Medical Society.	Boulder Plastic Surgery Boulder Community Hospital, Avista Adventist Hospital, Longmont United Hospital.
6	HERMANN, DR. GLENN 1032 S. 88th St. Louisville, CO 80027 303-664-9400/303-666-5362	7 Yes No www.coalcreekplasticsurgery.com	Medical School: University of Colorado. Residency: University of Florida, Gainesville. Fellowship: University of Chicago.	Breast enhancement, reduction and reconstruction, tummy tuck, arm lift, thigh lift, body lift, eyelid lift, face lift, brow lift, neck lift, ear reconstruction, earlobe surgery, rhinoplasty, fat transfer, chin augmentation, dermal fillers, hyperhidrosis treatments, corrective peels, skin cancer and tumors. 60%	Fellow of American College of Surgeons; board-certified plastic surgeon.	Coal Creek Plastic Surgery Avista Adventist Hospital, St. Anthony's North Hospital, St. Anthony's Central Hospital, Good Samaritan Medical Center.
7	KIEHN, DR. MARK 280 Exempla Circle Lafayette, CO 80026 303-861-3368/720-536-6880	6 Yes No	Medical school: Temple University General Surgery Residency: Temple University Hospital Plastic Surgery Residency: University of Wisconsin Hand and Microsurgery; Buncke Medical Clinic Craniofacial Surgery Fellowship: University of Toronto, Hospital for Sick Children.	Plastic and reconstructive surgery. 20%	American Society for Reconstructive Microsurgery, American Society of Plastic Surgeons, American Society of Maxillofacial Surgeons, American Cleft Palate Craniofacial Association.	Kaiser Permanente Rock Creek Exempla Good Samaritan Hospital, Exempla St. Joseph's Hospital, The Children's Hospital - Denver
8	KUISLE, DR. HANS R. 2525 Fourth St., Suite 202 Boulder, CO 80304 303-443-2277/303-443-7124	33 Yes No www.boulderplasticsurgery.com	Medical school: Northwestern University Medical School.	Plastic and reconstructive surgery, tummy tucks, liposuction, breast surgery, skin care, cancer reconstruction, Botox and fillers. 60%	American College of Surgeons, American Society for Aesthetic Plastic Surgery, Colorado State Society of Plastic Surgeons, Colorado State and Boulder County Medical Societies.	Boulder Plastic Surgery Avista Adventist Hospital, Boulder Community Hospital.
9	MA, DR. DEBORA 2668 Northpark Drive, Suite 110 Lafayette, CO 80026 303-666-6336/303-666-0616	8 Yes No www.blueaspenplastics.com	University of Rochester, MD 1993; University Hospital of Cleveland - General Surgery; Yale University - Plastic Surgery 2001	Breast surgery, liposuction, cosmetic surgery. 95%	Association of Women Surgeons.	Blue Aspen Plastic Surgery
10	MCDOWELL, DR. BRAD 280 Exempla Circle Lafayette, CO 80026 303-861-3368	18 Yes No www.kp.org	Medical school: University of New Mexico; General Surgery Residency: Texas Tech; Plastic Surgery Residency: Indiana University	Plastic and reconstructive surgery. 20%	American Society of Plastic Surgeons, CSPS.	Kaiser Permanente Rock Creek
11	MEYERS, DR. JOEL S. 1400 Dry Creek Drive Longmont, CO 80503 303-682-3386/303-682-3398	19 No No www.eyecaresite.com/aesthetics	Medical school: Thomas Jefferson University; Residency: Long Island Jewish Medical Center; Fellowship: Ophthalmic Plastic and Reconstructive Surgery, University of Arizona.	Botox, facial aesthetic surgery, liposuction and fat transfer, laser resurfacing, eyelid surgery, lifts, dermal fillers, skin care, permanent makeup and massage.	Board-certified by the American Board of Ophthalmology, American Society of Ophthalmic Plastic and Reconstructive Surgery.	Meyers Aesthetic Center & Medical Spa Longmont United Hospital
12	MORRISSEY, DR. DAVID 4745 Arapahoe Ave., Suite 130 Boulder, CO 80303 303-443-2771/303-443-2784	17 No Yes www.bouldervalleyent.com	Medical school: University of Colorado. Residency: Oregon Health Science University.	Facial reconstruction. Head and neck surgery. 10%	Laser and Cosmetic Associates of Boulder.	Boulder Valley Ear, Nose & Throat Associates Boulder Community Hospital, Avista Adventist, Longmont United Hospital
13	REPLOGLE, DR. SCOTT 1032 S. 88th St. Louisville, CO 80027 303-666-4554/303-666-5362	28 Yes No www.drreplogleplasticsurgery.com	Rush Medical College, Rush University, Chicago; University of Colorado Health Sciences Center, Denver; University of California, San Francisco.	Cosmetic plastic surgery. 100%	American Society of Plastic Surgeons, Colorado Medical Society, Boulder Medical Society, Colorado State Society of Plastic and Reconstructive Surgeons.	Replogle Plastic Surgery, Advanced Skin Care Avista Adventist Hospital.
14	SCHLOSSER, DR. STEVEN 2595 Canyon Blvd., Suite 360 Boulder, CO 80302 303-440-7546/303-440-5364	31 No No www.AvantiBoulder.com	Medical school: Georgetown University. Residency: Tufts University.	Cosmetic surgery. 100%	American Academy Board of Cosmetic Surgery, American Board of Obstetrics and Gynecology	Avanti Skin Center of Boulder
15	SCHMID, DR. PETER M. 1305 Sumner St., Suite 100 Longmont, CO 80501 303-651-6846/303-651-6794	18 No Yes www.TheAestheticSurgeon.com	University of Health Sciences Kansas City College of Osteopathic Medicine	Facial plastic surgery, cosmetic and reconstructive surgery, nose surgery, face lifts, eye lifts, lip augmentation, sinus surgery, CO2 laser resurfacing, Portrait Skin Regeneration treatment, intense pulsed light skin photorejuvenation, FotoFacials, botox cosmetic, Thermage Thermo Cool, collagen, Restylane, Hylaform, Obagi medical products, SkinCeuticals products, Jane Iredale mineral makeup and skin care. 60%	Fellow, American Academy of Cosmetic Surgery; American Academy of Facial Plastic & Reconstructive Surgery member; Fellow of American Academy of Otolaryngology, Head/Neck Surgery; board member of American Osteopathic College of Otolaryngology, Head/Neck Surgery; member of International Society of Cosmetic Laser Surgeons.	Institute of Aesthetic Plastic & Reconstructive Surgery LLC Longmont United Hospital, North Suburban Medical Center, Platte Valley Medical Center, St. Anthony's Hospital, Avista Adventist Hospital
16	SWAIL, DR. JEFFREY 2617 Broadway Boulder, CO 80304 303-449-6666/303-449-7023	16 Yes No www.bvplasticsurgery.com	Medical school: University of Manitoba. Residency: Queens University Winnipeg General Surgery; Plastic Surgery Residency: Halifax, Nova Scotia.	Plastic and reconstructive surgery: face-lifts, eyes, liposuction, tummy tucks, hand specialist, breast reduction, reconstruction, augmentation, lifts, Botox, facial fillers, laser treatments. 90%	American Society of Plastic Surgeons, Colorado Society of Plastic Surgeons, Boulder County Medical Society, Plastic and Reconstructive Surgeons.	Boulder Valley Plastic Surgery Center Boulder Community Hospital, Longmont United Hospital, Avista Adventist Hospital.
17	TERKONDA, DR. RAJ P. 1925 W. Mountain View Ave. Longmont, CO 80501 720-494-3120/720-494-3114	14 No Yes www.longmontclinic.com	Medical school: University of Missouri; Internship in General Surgery; Hennipen County Medical Center; Residency in Otolaryngology - Head and Neck Surgery; University of Minnesota; Fellowship in Facial Plastic and Reconstructive Surgery: University of California - Davis.	Facial cosmetic surgery including rhinoplasty, face and neck lifts, blepharoplasty, chin, cheek and lip augmentation, otoplasty, medical skin care and peels, laser procedures. Facial reconstructive surgery including cleft lip/palate, skin cancer, facial trauma and deformities, nasal and sinus surgery, snoring and sleep apnea. 60%	American College of Surgeons, the American Board of Facial Plastic and Reconstructive Surgery, the American Academy of Otolaryngology - Head and Neck Surgery, and the American Cleft Palate Craniofacial Association.	Longmont Clinic Longmont Surgery Center, Exempla Medical Center.

N/A: Not available. If your company should be on this list, please request a survey by e-mail to research@bcbr.com or call our research department at 303-440-4950.

SOURCE: BUSINESS REPORT SURVEY

RESEARCHED BY Beth Edwards

Health-insurance exchange approved by state Senate

BY BETH POTTER
bpotter@bcbr.com

DENVER - Legislators in the state Senate have passed a bill that could make it less expensive and easier for Colorado small businesses and individuals to buy health insurance in the future.

The Colorado Health Benefit Exchange Act bill would pool health insurance purchases so that — theoretically — any business or company could get the same benefits for the same cost. Larger pools of people often get less expensive rates and more benefits, according to those seeking industry reform.

Several chambers of commerce and other business-related groups around the state have announced support for the bill, said Lorez Meinhold, director of health reform implementation in Gov. John Hickenlooper's office.

"Some of the biggest complaints we hear from small businesses are around affordability and choice, so this pooling allows us to address some of those

issues," Meinhold said.

The bill is scheduled to move to the Colorado House of Representatives, where a final approval process could take several months, Meinhold said.

An estimated 350,000 people in Colorado — both in the small business and the individual health insurance markets — would be eligible to buy insurance through the program, if it's approved, according to a press statement from the Colorado State Senate.

"Our desired result is to increase the number of Coloradans insured, as well as to bring down the cost," Meinhold said.

Specifically, the exchange would function as a public entity, not as part of the state government system, the press statement said. A nine-member board would hire an executive director and seek grant funding to create and operate the exchange. In addition, a newly created legislative committee would review and approve grant applications and oversee the work to establish the exchange, the statement said.

DEVICES from 14A

The privately held company was formed in 1998 and has about 55 employees. Sound Surgical does not disclose revenue figures, Gallerani said.

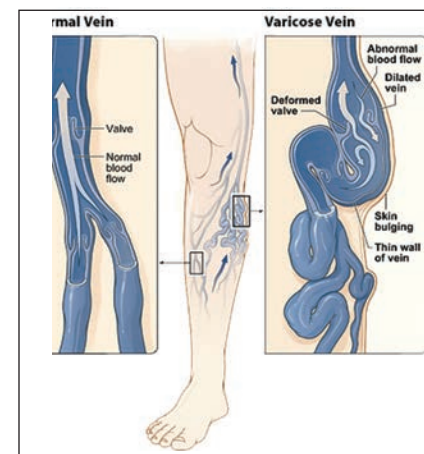
Vexing veins

A device to get rid of varicose veins is popular at Dr. Richard Levine's Mountain View Dermatology office at 2935 Baseline Road in Boulder. The endovenous laser ablation device is sold by Diomed Holdings in Andover, Massachusetts.

A similar varicose vein removal device is sold by Dublin, Ireland-based Covidien Plc subsidiary — the former VNUS Medical Technologies Inc. in San Jose, California. Separately, the global health-care product company's Boulder campus makes energy-based devices used in a variety of surgical procedures.

The endovenous laser ablation device makes for a minimally invasive laser procedure that takes about 45 minutes in an office visit, rather than the previous surgical procedure in which a vein would be removed under anesthesia, Levine said. Untreated varicose veins in the legs can give patients swelling and leg cramps, among other problems, he said.

"The recovery is much shorter. People can get up and walk out of here," said Levine, a board certified dermatologist and cosmetic sur-



COURTESY PROFESSIONAL RADIOLOGY INC.

geon. Endovenous laser ablation devices make for a minimally invasive laser procedure that takes about 45 minutes in an office visit, rather than the previous surgical procedure in which a vein would be removed under anesthesia, according to Dr. Richard Levine at Mountain View Dermatology. Untreated varicose veins in the legs can give patients swelling and leg cramps, among other problems, he said.

geon.

Levine also uses a modern thread-lifting technique for patient face-lifts in which small incisions are made behind the hairline. Levine said the suture material used in the technique is used to do "about 50 percent of what a face-lift will do."

"It's not a substitute — it's for people who don't want to do something as invasive as a face-lift," Levine said.

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Boulder Startup Week emphasizes jobs, fun

BY MICHAEL DAVIDSON
mdavidson@bcbr.com

BOULDER — You don't have to be plugged-in to the White House to put on a celebration of Boulder's entrepreneurial energy.

The second annual Boulder Startup Week begins May 18 and runs through May 22. Dozens of events large and small are scheduled to help entrepreneurs sharpen skills and connect with each other, said Ef Rodriguez, a social media strategist at Crispin Porter + Bogusky, who is organizing the event independent of his employer.

Scheduled events run the gamut from hack-a-thons to discussions of mobile web design to rock climbing outings.

A love of Boulder and desire to

promote its companies, people and lifestyle is the unifying theme.

A schedule, additional information and links to registration can be found at boulderstartupweek.com.

Boulder Startup Week has a very informal, do-it-yourself ethos, Rodriguez said. Unlike Startup America, which kicked off with a media event at the White House, Startup Week has relied on social media and word of mouth to get its message out.

But if the vibe is loose, at heart everyone is serious about business.

The events are being hosted and organized by local companies such as Trada Inc., Lijit Networks Inc. and Rally Software Development Corp.

Many of the events are focused on connecting people with potential employers. The emphasis on jobs is evident from the webpage, where

a list of nearly 30 employers have posted information about openings.

"There are a lot of companies with jobs that need talent," Rodriguez said. "We know these companies. We know you. Let's introduce you."

Other events are like workshops that focus on teaching budding entrepreneurs what they need to know. Trada is hosting an event May 18 featuring Brad McCarty of The Next Web that will give entrepreneurs a chance to test their 90-second elevator pitches. TechStars cofounders Brad Feld and David Cohen will lead a discussion for people looking to make their first investments in a startup.

The roster of hosts leans heavy toward Boulder's tech industry, in part because the tech community is pretty tight knit and plugged into each

other through social media, Rodriguez said. That could change if the week becomes an annual fixture.

"I hope Boulder Startup Week begins to expand its relevance to people who don't necessarily work for startups but appreciate entrepreneurship," Rodriguez said.

There also are events that are just intended to be fun, like a "Tech Jeopardy" trivia competition at the Lazy Dog that will quiz players on everything from local knowledge to the history of programming languages.

There also is a cycling trip up Flagstaff Mountain and a tour of area pizzerias. Plenty of drinks will be available at most of the events.

The events are open to the public, but space at many is limited, and participants need to register in advance, Rodriguez said.

Access to capital, taxes concern entrepreneurs

BY MICHAEL DAVIDSON
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BOULDER — So, what were some of the concerns entrepreneurs shared with the officials at the Startup America roundtable?

While the initial panel largely consisted of government officials explaining recent administration efforts, entrepreneurs got their chance to sound off during breakout sessions.

Getting money from lenders was a major concern.

Banks, especially small community banks, are very uncomfortable lending money to startups. In many cases it's a culture clash between the mentality of bankers and entrepreneurs, Foundry Group managing director Brad Feld said. Fear of lend-

ing to small businesses that could fail is part of bankers' DNA, while failure is just a fact of life for entrepreneurs.

The primary, and in some cases virtually only, asset many startups have is intellectual property, and that is not something most banks are comfortable valuing, said David Gold, a partner in Access Venture Partners.

Those fears mean government programs that set aside money to support small businesses rarely help the types of entrepreneurs who start tech companies that could find the next big thing and create scores of jobs.

Small Business Administration loans or grants offered through the Small Business Innovation Research program often have too many requirements to be worth pursuing, several participants said.

SBIR grants also cannot be used to pay for commercialization and business development, said Frances Draper, former executive director of the Boulder Economic Council. They can help companies develop technology, but do not offer help getting them to market.

There also are significant boundaries to adding employees, especially in the early years of a company, said Scott McDaniel, cofounder of SurveyGizmo.

The tax structure currently encourages fledgling companies to rely on contractors and not employees, McDaniel said. Giving companies making their first hires a break on payroll taxes would help ease hiring.

Young companies also face a big administrative burden in working with the state Department of Labor

when adding new employees, said Nicole Glaros, managing director of TechStars Boulder.

Paying employees also is a challenge, and it isn't about meeting payroll. IRS provisions on deferred compensation make it much harder to offer employees sweat equity, Gold said, and that's a provision the administration or IRS could change.

Working with regulators also can be a chore, especially for bioscience companies. Different agencies have different regulator cultures, several participants said. Some agencies are helpful in guiding companies through the regulatory process, while others can be antagonistic and have Byzantine requirements.

STARTUPS from 4A

at the U.S. Treasury Department.

Helping entrepreneurs get involved in the regulation writing process was one effort they highlighted.

Phil Weiser, a CU law professor and the White House National Economic Council's senior adviser for technology and innovation, called the lack of entrepreneurs' involvement "a huge shortcoming in our system."

"How do we make it easier, and with technology today, we should be able to do this," Weiser said.

The regulatory battlefield is treacherous for entrepreneurs because they lack the resources to fight with giant companies over rulings, said Brad Feld, managing director of the Founder Group and a member of the roundtable that started the event.

Big business and industry associations have small armies of lawyers and lobbyists involved in the process, while entrepreneurs are busy trying to

develop products and make payroll.

"It's not that the regulatory environment is being simplified, it's actually being compounded," Feld said.

The best thing that could come of the Startup America initiative is that the federal government stops conflating small businesses and high-growth entrepreneurs. The needs of a small business that might hire a handful of employees are different than the startup that could get big and hire thousands of workers, or completely fail.

"The phrase 'high-growth entrepreneurship' has found its way in the government vocabulary for the first time ever," Feld said.

Government has focused a lot of attention and effort on small businesses, creating special loan programs and entire agencies to help them, but those efforts are not aligned with what entrepreneurs need, Feld said.

The government needs to under-

stand things like the risk of failure is an inevitable part of entrepreneurship, even if it is something government officials and banks are deeply afraid of.

"It's perfectly legal to fail. That can't put you in jail, they can't kill you, they can't eat you," Feld said.

The roundtable was one of eight held around the country at places known for being centers of innovation, such as Silicon Valley in California and the Raleigh-Durham area in North Carolina.

Government officials are taking the ideas the roundtable has generated, plus those submitted online at www.reducingbarriers.ideascale.com, and compiling a report that eventually will be submitted to President Barack Obama, said Michael Fitzpatrick, associate administrator of the Office of Information and Regulator Affairs.

The goal is to create what can be the foundation of coherent policies

that will address the concerns raised by entrepreneurs and not just "a litany of complaints," Fitzpatrick said.

Doing that will take time, but a report is expected to be finished by the end of the year.

"We have to get it right, and we have to take the time to sort through the ideas," Fitzpatrick said.

After the roundtable, Feld returned to the point that the most important outcome is the realization that entrepreneurship is something unique and startups cannot be treated the same way as traditional small businesses or larger corporations.

"There's a lot of good stuff going on," Feld said, but "the problem with this conversation is that government and entrepreneurs don't speak the same language. Until they figure out how to have the conversation using the same language, it's hard to make any progress."

ERIE BUSINESS

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COURTESY WASTE CONNECTIONS INC.

California-based trash hauler and landfill management company Waste Connections Inc. is moving dirt at Front Range Landfill in Erie to make way for a “gas-to-energy” plant that will use methane gas from decomposing trash to make electricity.

Landfill waste will become energy

BY BETH POTTER

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ERIE — Decomposing trash at three area landfills could generate enough electricity to light about 3,300 homes in a private project slated to be completed by December.

A 4.8 megawatt power plant at the Front Range Landfill in Erie will be built to capture methane gas to make electricity, said Brian Karp, district manager of Folsom, California,-based Waste Connections Inc. (NYSE: WCN).

Erie’s Board of Trustees approved the building, but the town is not financially involved with the project, said Fred Diehl, Erie’s assistant to the town administrator.

“There’s an initial cost to get the infrastructure in place, but it ends up paying for itself,” Karp said. “It’s producing something for the Erie community.”

Financial terms of the project have not been disclosed. The new plant is a private arrangement between Waste Connections and Westminster-based Timberland Energy LLC.

Plant in Erie will convert methane gas to electricity

Co-op utility company United Power in Brighton has signed a 10-year contract to buy the electricity for an undisclosed amount, said Jerry Marizza, new energy program coordinator at the utility. United has committed to buying power from the plant that would make up about 1 percent of the utility’s entire needs, Marizza said.

Waste Connections will manage the gas collection system and make sure the plant is environmentally compliant, Karp said. Viability of such a project comes down to finding a buyer for the electricity and having a landfill big enough and old enough to produce the “right phase” of trash to create enough methane gas, he said.

Customers should not see any changes to their electricity bill rates — up or down, said Troy Whitmore, external affairs director at United

Power. But the project will help United meet a state mandate that 10 percent of power must be generated from renewable sources by 2020, he said.

“We’re excited about the potential, (and) we’re hoping it works well,” Whitmore said.

Just as significant to Erie leaders, is that the project helps the town build its “brand” as a sustainable community, Diehl said.

“We’re supportive of these efforts. We’re reducing our carbon footprint,” Diehl said.

In addition, to the Erie landfill, the project is planned to capture methane gas from the Denver Regional North Landfill and the Denver Regional South Landfill.

It is expected to reduce carbon dioxide emissions by 30,000 metric tons, or about the equivalent of 5,189 acres of trees, according to the Town

of Erie’s website. Three or four new local jobs will be created by the new plant, according to the website.

Methane collected in extraction wells at the Denver sites are currently burned in a flare process. About 1,200 cubic feet per minute of landfill gas is currently burned, or enough to power two 1,600 kilowatt electrical generators. A new collection system to be built at the Front Range Landfill is expected to add enough new gas for a third generator.

The Front Range Landfill will provide enough estimated gas for a third electricity generator, according to the website.

United Power also buys wind and solar power to support its renewable energy commitments. The nonprofit electric cooperative is a member of the wholesale power supplier Tri-State Generation and Transmission.

It serves more than 67,000 power meters representing more than 120,000 customers from Coal Creek and Golden Gate Canyon just south of Boulder County, to the towns of Brighton, Hudson and Keenesburg to the east.



COURTESY WASTE CONNECTIONS INC.

Waste Connections Inc. runs a “gas-to-energy” plant at the Brent Run Landfill in Montrose, Michigan, which has been open since 1998. The national trash hauler company has the go-ahead to build a similar plant at the Front Range Landfill in Erie.



COURTESY WASTE CONNECTIONS INC.

Generators at the “gas-to-energy” plant at Brent Run Landfill in Michigan make enough electricity to provide power to 2,000 homes. Methane gas captured from decomposing trash is used to generate electricity.

BIN LADEN'S COMPOUND

DigitalGlobe releases images taken from orbiting satellite



COURTESY DIGITALGLOBE INC.

Longmont-based DigitalGlobe Inc. released images of Osama Bin Laden's former compound in Abbottabad, Pakistan. The photo was taken from DigitalGlobe's orbiting satellite prior to the firefight with U.S. forces that led to Bin Laden's death.

PRODUCT UPDATE



COURTESY CROCS INC.

Niwot-based Crocs Inc. launched the Crocs Chameleons, a new shoe that changes color when exposed to sunlight. The photochromic technology works the shoes' patented Croslite material. Retail price is \$39.99.

Boulder-based **Radish Systems LLC** launched its Software Developers Kit for the Apple iOS developer platform. The kit enables mobile-app developers to add Radish's product ChoiceView to new or existing iPhone, iPad, or iPod touch applications. ChoiceView allows smart mobile-device callers to receive visual information during an ordinary call. Users continue to participate in the call while simultaneously viewing order forms, diagrams, maps, photos, videos.

Boulder-based **Red Earth Software**, an e-mail-management software company, launched Policy Patrol Signatures for Microsoft Outlook. The product allows companies standardize their employees' Outlook e-mail signatures, ensuring necessary disclaimer information is added and that corporate e-mail signatures are uniform and convey consistent and professional brand practices.

Seagate Technology LLC, with operations in Longmont, unveiled a 3.5-inch hard drive featuring 1 terabyte of storage capacity per disk platter. The new hard drives are used in Seagate's GoFlex Desk products.

Boulder-based **Rogue Wave Software's** TotalView Team application verification, optimization and debugging software is available as part of the SGI Development Suite software development environment.

NEON from 3A

Craft brewers rely on Zeon's permanent POP signs to establish brand identity in the marketplace, according to Bloom.

"There are two markets where they can reinforce brand identity: on-premise sales to restaurants and bars and off-premise to liquor stores and grocery stores where allowed."

How effective are POP signs?

"There are no stats on that," Bloom said. "But we do know that when New Belgium's Ranger IPA came out in 2010, sales exceeded their projections, and that sign was considered a contributing factor."

"In off-premise package stores, when consumers see a sign — it can sway their decision to buy," he added.

Because the on-tap business in restaurants and bars drives off-premise buying, displaying signs for patrons to see while they sip helps seal the deal.

"New Belgium was the first to use reclaimed and recycled materials," Bloom said, referring to a sign Zeon made from recycled aluminum and sustainable bamboo. The finished product also uses LED technology as opposed to neon, increasing energy efficiency by about 30 percent.

Bloom credits the creation with bringing in business from other brewers who are also interested in sustainable products. Other green material Zeon uses includes reclaimed snow

fencing from Colorado and beetle-killed pine.

While the New Belgium sign stands out as Zeon's attention-getting green sample, the sign it made for Longmont-based Oscar Blues Dale's Pale Ale comes with its own claim to fame.

"They were the first craft brewer to can their beer so the sign mimics a can instead of being flat. They say this sign gets stolen more than any other," Bloom said, as an indication that the sign ranks high as a hit with the public.

Client orders range from 50 to 1,000 Zeon signs — averaging about 28 inches in size. Individual signs cost from \$50 to \$300 with most ringing in at \$125.

Zeon's business occupies 15,000 square feet and allows for some neon and LED sign production onsite. The majority of production, however, happens in China. With 15 employees, Zeon works with about 50 clients at a time.

Although Bloom shares the sentiment of most businesses saying "2009 was a year I prefer to never have to relive," the business is picking up steam again.

2010 revenue tallied about \$3.7 million with current tracking showing a 54 percent growth for 2011. Bloom expects this year's revenue to exceed \$4.2 million.

15th Annual Erie Town Fair

Est. 1997

May 21st, 2011

MORNING KICKOFF
6:00 a.m.
Hot Air Balloon Festival

NEW LOCATION
Erie Municipal Airport
Pancake Breakfast serving at 5:30 a.m.
\$5 children / \$6 adults

IMPORTANT INFORMATION
This year there will be FREE shuttle buses to take you to and from the Erie Municipal Airport as there is **NO PARKING** at the airport.

SHUTTLE BUSES
5:00 a.m. - 8:30 a.m.

Parking locations:
St. Luke's Orthodox Church
South West side of the Erie Community Center
Erie Commons Shopping Center
Vista Ridge Shopping Center.

If you need handicap parking please call 303-828-3440

EVENTS IN HISTORIC DOWNTOWN

Performing Acts	
10:00-10:30 a.m.	Columbine Square Dancers
10:35-11:05 a.m.	Anthem Wranglers and Wranglerettes
11:10-11:40 a.m.	La Bella Ballerinas
11:45-12:05 p.m.	Future Erie High School Cheerleaders
12:10-12:35 p.m.	Axis of Movement
1:00-1:40 p.m.	Erie High School Jazz
2:20-3:20 p.m.	Case 'n' Point Band
3:40-4:40 p.m.	Enerjazz Band
10:00 a.m.-4:00 p.m.	Craft and Food Vendors, YMCA Children's Carnival, Bungee Jump, Bouncy Castle, Inflatables, Garage Rats Car Show, DJ Music by Jaytee Productions, Local Performers
11:00 a.m.	Beer Garden Opens
11:00 a.m.-4:00 p.m.	Get on your Soap Box! Erie Speaks Out. Promote your Business/Organization.
1:00 p.m.	Children's Candy Run at Carnival
3:00 p.m.	Safeway BBQ
5:30 p.m.	Setting up of Hot Air Balloon
	Night Glow
6:00 p.m.	Joe Cool Band
9:15 p.m.	Fireworks

NEW THIS YEAR:
Hot Air Balloon Rides for the public are available through www.lifecycleballoons.com

235 Wells Street • 303-828-3440
erie@eriechamber.org
www.eriechamber.org

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Briggs Station • Colorado Grille • Erie Family Eyecare • Fred's Propane

RENTAL from 1A

the 2001 recession. Even before the 2008 recession, developers weren't building enough projects.

"The last several years we haven't been putting up nearly the amount of product that we need," von Stroh said.

Boulder has had a few major condo projects started and built in the past five years, including the Peloton and Landmark Lofts.

Two Nine North, the 238-unit apartment complex until recently known as the Residences at Twenty Ninth Street, is scheduled for completion later this year.

There were not enough projects like that to keep up with what seems like an always-growing demand in Boulder, von Stroh said. Space in Boulder always is in high demand because of its quality of life and the need for University of Colorado students to find homes. The vacancy rate in the Boulder/Broomfield market hit an eight-year low last year, dropping to 3.5 percent, although it has increased in the first quarter of this year to 4.9 percent.

Renter sticker shock

Tight supply is good news for building owners, but bad news for renters.

"Residents are going to have sticker shock, because rents have not increased in 10 years," von Stroh.

It will take several years before supply expands enough to bring rents down, said Cary W. Bruteig of Apartment Appraisers & Consultants Inc., a Denver-based company that conducts market research.

"It looks like we'll have pretty significant rent growth in the next few years," Bruteig said.

Banks and investors have noticed.

"Finally you can get equity. Banks are finally back in the market and willing to make business loans," Bruteig said.

But there is a catch. Lenders are much more diligent about scrutinizing projects, their prospects and the track records of developers to make sure their investments are sound, he said.

Rent growth is crucial, because both Boulder and Broomfield counties have high initial costs, Bruteig said. In Boulder, prime land is scarce and expensive and the approval process is challenging. In Broomfield, impact fees are relatively high.



COURTESY WOOD PARTNERS

Atlanta-based Wood Partners on May 5 submitted a concept plan for a project named Waterview, which would consist of 288 rental units on a 14.87-acre site on the north side of Arapahoe Avenue adjacent to South Boulder Creek in Boulder.

Demand in Boulder

Large projects are under way in Boulder, and more are being proposed. Two major rental projects have been proposed in Broomfield along the U.S. Highway 36 corridor.

Developer Scott Pedersen has two major projects in the works in the Boulder Junction area, which was formerly known as Transit Village.

Junction Place, a 319-unit complex at 3100 Pearl St., has been approved and construction is scheduled to start this year. The project will cost about \$65 million.

Across Pearl Street, Pedersen has plans to build 80 permanently affordable rental units as part of a transit-oriented development to be built around an RTD station. The concept design for that project, which includes a 101-room hotel and could cost up to \$50 million, was presented to the Boulder Planning Board on April 21. City planners and the RTD are supportive of the project.

The Wolff Company, a development group out of Scottsdale, Arizona, in March had a planning board hearing for its proposal for an 8.7-acre mixed-use project at 6685 Gunpark Drive. The plan would include 250 attached rental units.

On May 5, the board reviewed a concept plan for a project named Waterview, which would build 288 rental units on a 14.87-acre site on the north side of Arapahoe Avenue adjacent to South Boulder Creek. The project is being proposed by Wood Partners, a development company based in Atlanta.

Broomfield a hot spot

Several projects also are in the works in Broomfield.

AMLI Residential Construction LLC, which is headquartered in Chicago, is working on a 348-unit apartment complex in the Interlocken area.

AMLI at Interlocken is a proposed luxury multi-family residential development the company would build on a 12.22 acre lot south of Interlocken Boulevard and northwest of Technology Drive. The project would have a mix of one and two bedroom units.

The project is expected to cost \$32.5 million to complete, according to documents filed with the Broomfield Planning Department.

AMLI is trying to reach young professionals who want a high level of services and amenities, AMLI senior vice president-development Scott Koppelman said. Rents have not been set yet.

The company would like to begin construction in September or October and open the project in August 2013, Koppelman said.

AMLI is investing a lot in the Denver area and the U.S. 36 corridor in particular. Last year the company purchased the 358-unit Alexan Arista complex at 8200 Arista Place from Trammell Crow Residential Co. for \$55.5 million. It renamed the project the AMLI Arista.

"We think the changing demographics and the lack of supply will both bode well for the apartment market going forward," Koppelman said.

The AMLI Arista is likely to get neighbors in Arista.

Denver-based Smith/Jones Partners is proposing a 272-unit apart-

ment complex at the southwest corner of Arista Place and Uptown Avenue.

Initial plans submitted to the Broomfield Planning Department envision a mix of 18 studio apartments in the \$800 per month price range, 149 one-bedroom units in the \$1,000 per month range and 105 two-bedroom units in the \$1,250 per month range.

The property owner is Park 36 Investment LLC, which owns much of the land in Arista.

Representatives of both Smith/Jones and Park 36 Investment said it was too early to discuss the projects in depth with the media.

KB Home, a national homebuilder based in Los Angeles, also has plans in Arista. It is planning on building 31 duplexes containing 62 units on a 5.13-acre site at the southwest corner of Uptown Avenue and Parkland Street. The duplexes are not rental units.

The developments in AMLI and Arista are part of a wave of proposals for new developments in Broomfield, planning director Dave Shinneman said. The first were filed in the last months of 2010, and they were the first large projects that had been proposed for the city in a couple of years, he said.

It still won't be easy to get projects built, von Stroh said. In addition to finding financing, land-use regulations are making it tougher to build.

"It's becoming much more difficult to develop new multifamily housing. There's no question about it," von Stroh said. "This is a grueling process that developers go through. ... They're putting a lot on the line."

ACCELERATOR from 1A

ing number of startup accelerators. Cohen believes TechStars came out on top because of its focus on providing extensive mentoring to only about 10 companies a year.

Cohen also points to the track records of the incubator's graduates and TechStars' commitment to transparency. TechStars posts data on the success and failure of its graduates online. Information about the investment graduates have received and the number of people they have hired is available.

The nine companies that gradu-

ated from TechStars Boulder class of 2009 have raised \$12,896,000, and the 11 startups in the class of 2010 have raised \$8,903,042.

Only three of the 39 startups that have gone through TechStars Boulder have failed, and two of the companies have written postmortems that are linked to TechStars' website offering guidance to others.

The 2011 Boulder program began May 10 and will conclude Aug. 5.

The results were published by Tech Cocktail, an online publication

that focuses on the tech industry and startups. The rankings, explanation of the methodology and more details can be found at techcocktail.com/top-15-us-startup-accelerators-ranked-2011-05.

The purpose of the report was to find which of the programs offered the greatest return on time, money and effort. More details will be released when the full report is released in July.

Notable incubators also on the list included the Y Combinator, located in Mountain View, California, which

finished second. TechStars Boston and TechStars Seattle finished fifth and seventh.

The rankings were compiled by Aziz Ahmed Gilani, an associate of DFJ Mercury, a Texas-based venture capital fund. Gilani did the research as part of a Kauffman Fellowship, which is a program founded by the Ewing Marion Kauffman Foundation that focuses on developing the venture capital industry.

Researchers with Northwestern University helped compile the rankings.

TECHNOLOGY

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FOCUS: CLOUD COMPUTING



Building the cloud's infrastructure

Boulder Valley firms see bright future for networks, data centers

BY MICHAEL DAVIDSON
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BOULDER — The Boulder Valley is on its way to establishing its reputation as a cradle for another high-tech industry.

Three Boulder companies developing cloud-computing infrastructure or applications have received major funding in the past 15 months. Another well-funded startup company in stealth mode has moved to Boulder and is looking to add employees as it launches its products.

New startups are not the only ones cashing in on the move to the cloud. Investors also are backing existing companies that help secure data or verify that the networks are secure.

The emergence of the cloud-computing companies, which are located within a few blocks of each other in downtown Boulder, raises a few questions, like what do they do and why are they all in Boulder?

But first, just how big is this latest version of the next big thing?

As expected, the people behind those companies are bullish on the future.



"We are where the Internet was in 1998. The cloud is absolutely going to explode, and it will have the impact — probably greater — that the Internet did on the business world," said Eric Olden, founder and CEO of Symplified Inc.

"What the cloud is going to look like, exactly, in five years, I can't say. The conditions are right for the technology to literally transform and disrupt everything," he said.

That kind of optimism has made "cloud" a buzzword, but the central concept — using powerful networks and data centers to store data and run applications instead of relying on individual devices like PCs — has been around for decades, said Dave

“This does not feel like a trend that is going to go away. It adds too much value.”

Dave Jilk

FOUNDER/CEO,
STANDING CLOUD INC.

Jilk, CEO and founder of Standing Cloud Inc.

The technology is just catching up with the idea, and it promises to let users run better applications over faster, more secure networks and do it without investing in a lot of infrastructure.

Despite the buzz, the emergence of cloud computing does not feel like a fad.

"This does not feel like a trend that is going to go away. It adds too much value," Jilk said.

The foundation of the cloud are the enormous data centers and high-speed networks that connect them to each other and to users.

SolidFire Inc., the newest cloud-

computing company on the Boulder scene, works at that level. It is developing the first primary storage system designed specifically for cloud service providers.

SolidFire's executives are not saying much in advance of a product launch, which is coming later this year, but the company's products will rely on all-solid-state storage technology.

SolidFire will address the scalability and performance challenges that arise when companies move from an enterprise environment to the cloud, founder and CEO Dave Wright wrote on the company blog.

SolidFire moved to Boulder in May, and has leased a large office on Pearl Street. It unveiled a new website May 9, and is looking to hire.

SolidFire has raised \$12 million in venture capital, and its executives and board members have experience leading and working with cloud providers such as Rackspace and data-storage companies like LeftHand Networks Inc., which was acquired in 2008 by Hewlett-Packard.

While SolidFire is helping build the infrastructure, other Boulder companies are at work developing the applications or platforms consumers will use on the cloud.

An example is SendGrid Inc., a company that is Boulder to its very

► See **Cloud**, 24A

CLOUD from 23A

core. Its founders graduated from TechStars in 2009, and it has raised \$5,762,000, making it the top-funded TechStars graduate.

SendGrid provides e-mail infrastructure that delivers and manages e-mail on behalf of companies. SendGrid says its platform can improve deliverability, provide metrics about effectiveness, integrate with existing e-mail systems and automate tasks, all while abiding by anti-spam regulations.

SendGrid runs on the cloud, meaning it is not software clients buy and install on their own systems. Its clients are predominately web-based businesses, said Tim Falls, a marketing and community development specialist with the company.

SendGrid recently hired about 20 new employees in Boulder, Falls said.

With the resources the cloud offers, new users can be unsure what they need to know and what applications they need to run. That's where Standing Cloud comes in.

Standing Cloud bridges the gap between the infrastructure and users.

The company's network of applications offers more than 80 popular cloud-based applications, such as content management system Drupal and customer relationship manage-



“The cloud is absolutely going to explode, and it will have the impact — probably greater — that the Internet did on the business world.”

Eric Olden
FOUNDER/CEO,
SYMPLIFIED INC.

ment software such as SugarCRM.

Standing Cloud also lets clients pick the cloud-hosting provider they want to work with, and clients can change hosts as needed. Standing Cloud uses multiple hosting companies, so clients will not be affected if a data center or host goes down, Jilk said.

Standing Cloud was founded in 2009 and has raised \$5 million, including a \$3 million Series B round that closed in November. The company employs about 17 people.

Symplified is a unified access management system designed for cloud networks. Its products integrate a company's IT infrastructure with the

cloud and streamlines management with the goal of cutting costs while improving security.

Symplified has raised \$18.8 million in venture capital, with its Series B round, which raised \$9.2 million, closing in January. Revenue grew 700 percent in 2010, and during the year it surpassed one million licensed users for its cloud identity and access management service.

Symplified has about 56 employees, and about 45 work out of the company's Pearl Street headquarters.

The need for security is driving interest to companies that can verify networks are safe, said Rick Dakin, CEO of Coalfire Systems Inc., an IT

audit and compliance company based in Louisville.

Companies transferring IT to the cloud are looking for “honest brokers” that assure them they are safe, Dakin said.

Coalfire is based in Louisville, where about half of its 60 employees work. In February, the company closed on a \$5 million Series A investment.

Coalfire's goal is to use that money to carve out a niche as the auditor banks and health-care companies rely on as they move to the cloud.

“We want to be the authoritative data source for cloud-computer compliance and auditing,” Dakin said.

Some of the factors attracting cloud computing companies to Boulder, like the quality of life, are not unique to the industry. But other factors are.

The legacies established by the area's data storage, security, telecom and hosting industries have created intellectual infrastructure new companies can rely on, Olden said.

“We're able to recruit people that understand very sophisticated infrastructure,” he said.

The nurturing environment for young companies has helped SendGrid grow, Falls said.

“It helped tremendously in building our network and attracting investors,” he said.

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BUSINESS DIGEST

OPENINGS

Libby McCarthy, Vanessa Nissen, Jazz Felton and Karina Chumarcero opened **The Spot Salon** at 724 Main St. Unit C in Longmont. Phone is 720-684-6753.

Internal Medicine Associates of Boulder opened a medical clinic at the Balfour Senior Living facility, 1331 Hecla Drive in Louisville. Nurse-practitioner Marcia Patterson will be at the clinic Monday through Thursday; Dr. Shirley Huang will be available on Fridays. Internal Medicine Associates leased space from Balfour.

Marnie Johnson has opened a **Zoom Room** franchise at 2318 West 17th Ave. in Hover Crossing in Longmont. Zoom Room is a dog agility training center. Group or private classes. Space can be rented for birthday parties, meet-up groups or special events. Open gym available for exercising dogs. Phone is 303-834-8665.

CLOSINGS

Sassy Chic, a hair salon at 2330 North Main St. Suite A in Longmont, closed.

MOVES

ECOS Communications, a provider of design, graphics and planning services, moved from 2028 17th St., Boulder to 2975 Valmont Road, Suite 110, Boulder. Phone remains the same, 303-444-3267.

BRIEFS

Boulder-based **Fresh Produce Clothing**, a women's apparel company, opened stores in St. Simons Island, Georgia and St. Augustine, Florida. Fresh Produce now has 20 neighborhood stores concentrated in eight states.

Sunflower Farmers Market launched a new consumer website at www.sunflowermarkets.com. The website provides local sales flyers, search capability for in-store specials, print outs of online coupons, and a recipe center with thousands of recipes. The site also has a variety of five-minute cooking class videos.

Lafayette-based **Flashback Media Productions**, provider of video since 1987, has produced a promotional video for **SPEC Inc.** of Boulder. SPEC creates and manufactures high-end cloud particle and precipitation equipment. The company also operates a Learjet research aircraft and has participated in more than 50 international research projects.

Bross Street Assisted Living in Longmont completed an addition with a new resident apartment. Bross Street provides care for elderly residents in a small homelike environment with 10 studio apartments.

The city of Boulder's housing authority has been chosen by the U.S. Department of Housing and Urban Development to participate in a program intended to improve services offered to people who receive federal housing assistance. **Boulder Housing Partners** was selected by HUD to participate in the Moving to Work demonstration program. Moving to Work gives authorities the opportunity to design and test new programs that use federal funds to help residents find jobs, become self-sufficient and increase housing choices. The implementation of the program will begin Jan. 1. Boulder Housing Partners will be sending information to public housing residents and Section 8 participants in the next few months.

CONTRACTS

Boulder-based **Limitless Computing Inc.**, a cloud computing company that specializes in the architecture, engineering and construction industries, hired **Kroner Communications**, a marketing communications consulting agency, as its agency of record.

Ascend Career and Life Strategies LLC, a Boulder-based provider of career outplacement and professional development programs, has been awarded a contract from nonprofit **Learning Forward** to provide career coaching and related job search services. Founded in 2001, Ascend Career and Life Strategies, led by president Donald J. Strankowski, operates as a full-service provider to small- and medium-size businesses assisting them in reaching their training, employee development and career outplacement goals.

Boulder-based **Justin's**, a manufacturer of organic nut butter, secured \$1.5 million in loan guarantees from Colorado Business Bank. The SBA-backed 7A loan provides for an equipment line of credit of \$400,000 and a \$1.1 million receivables line of credit. The money will be used for equipment upgrades and building inventory.

Broomfield-based **ARCA biopharma Inc.** (Nasdaq: ABIO), a biopharmaceutical company developing genetically-targeted therapies for cardiovascular diseases, has entered into an agreement with Novartis. Novartis is acquiring global patent rights to an undisclosed molecular target. ARCA will receive an upfront payment of \$2 million and is eligible to receive clinical, regulatory and commercial milestones totaling \$17.5 million. Additional terms of the transaction were not disclosed.

Russian Standard Vodka, Moscow, named advertising firm **TDA Boulder** as its U.S. media agency of record. Previous media assignments were handled on a project basis, and creative duties continue to be handled that way. An undisclosed budget will go to national TV, outdoor, online and print advertising.

The **Boulder Innovation Center**, a business startup incubator, received \$5,000 from Colorado Lending Source. The center had yielded more than 360 referrals to the Denver-based nonprofit financial group in the last four years. The center is a Boulder-based nonprofit group funded with money from area universities, economic development groups, private companies and others.

Longmont-based **DigitalGlobe Inc.** (NYSE: DGI), will work with German Aerospace Center and the German company 3D Reality Maps to provide a range of three-dimensional data products. 3D RealityMaps will use the data captured by DigitalGlobe's fleet of earth-imaging satellites and processed to three-dimensional data by the center, to create high-definition 3-D maps of large-scale natural landmarks and other major tourist destinations worldwide.

GRANTS

Four bioscience startups founded to develop technologies pioneered by University of Colorado researchers received seed grants from the state Bioscience Discovery Evaluation Grant Program. The grant recipients include two companies formed to commercialize research by University of Colorado at Boulder researchers. **Mosaic Biosciences Inc.** received \$250,000. The company is attempting to commercialize technology that uses synthetic materials to support native tissue regeneration. **SuviCa Inc.** received \$125,000. SuviCa is a drug discovery company that uses mutant fruit flies to identify and develop substances that enhance the efficacy of cancer treatments. Also, **2CTech Corp.** received a \$150,000 grant, and **BioAMPS International Inc.** received a \$50,000 grant.

MERGERS & ACQUISITIONS

Travel agencies **James Travelpoints International Inc.** in Boulder and **Aggie Travel** in Fort Collins, both owned by the **XYZ Corp.**, merged with **Frosch International Travel Inc.** in October. The Boulder office is now Frosch Travel.

SERVICES

Boulder-based **Pike Research** launched two subscription-based advisory services for the "smart building" industry. The Building Systems and Green Buildings advisory services cover emerging technologies and innovative business practices being used to improve the energy efficiency, reduce the operating costs, and decrease the environmental impact of commercial, industrial and residential buildings.

Boulder-based **Mile High Organics**, an organic produce and natural grocery delivery service, has added Organic Valley non-GMO dairy products and Morning Fresh Dairy's non-GMO milk to its product lineup. Mile High Organics serves customers along the Front Range including Fort Collins, Boulder, Denver and Colorado Springs.

Deadline to submit items for Business Digest is three weeks prior to publication of each biweekly issue. Mail to Editor, Boulder County Business Report, 3180 Sterling Circle, Suite 201, Boulder, CO 80301-2338; fax to 303-440-8954; or e-mail to news@bcbr.com with Business Digest in the subject line. Photos submitted will not be returned.

Milestones

Icons and history of the Boulder Valley

Celebrate the momentous achievement of the Boulder Valley

The Boulder County Business Report will celebrate the Boulder Valley's rich business history in a special magazine in May 2011. This is a once-in-a-lifetime opportunity to showcase your organization in this celebratory issue commemorating **Boulder County's 150th anniversary, Broomfield's 50th anniversary, and Erie and Longmont's 140th anniversary.**

- Reach more than 20,000 of the Boulder Valley's innovative decision-makers leading our successful community.
- Recognizing organizations' anniversaries in Boulder County and Broomfield.
- Keepsake edition with editorial focusing on Boulder Valley icons that have made a positive impact on our past, present and future.

Milestone Profiles

Milestone Profiles are a once-in-a-life time opportunity to showcase your company in this celebratory issue of the **Boulder County Business Report**. This special magazine will recognize organizations with a 10-year plus residence in the Boulder Valley. You may highlight your company with a full-page profile recognizing overall success, history, significant accomplishments or even acknowledge your own anniversary.

More than 10,000 copies of this special edition will be distributed to our loyal readers who are innovative decision makers leading our successful community.

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opportunity to
be included.**

**Ad deadline
May 18.**



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BCBRDAILY from 2A

pany - including software development - has come from people at DoJo4, a Boulder-based design and development company. Advertising is planned for the website in the next few months, Powers said.
Posted May 3.

Boulder OK with toll road

BOULDER — Boulder City Council on May 3 approved a proposal that will end the city's opposition to a controversial toll road project in exchange for assistance purchasing 640 acres of land in Jefferson County and setting it aside as open space.

The council voted 7 to 2 to accept

a plan that will have Boulder put \$2 million in money from the open space fund toward an effort to acquire undeveloped land on Colorado Highway 93 near the former Rocky Flats nuclear weapons plant.

Boulder and Jefferson counties both support the proposal, and they respectively will allocate \$2 million and \$5.1 million to the purchase.

The land is owned by the Colorado State Land Board, which wants to sell it for \$9.92 million, according to the city's staff report that was submitted to the council. Lafarge North America Inc. has leased the mineral rights, which it would sell for \$2 million, the report said.

The report calculates a \$2.5 million gap in the funds available and the final purchase price. The purchasers plan to support Lafarge's application to receive \$2.8 million from the state natural resource damages fund.

The intent of the purchase is to transfer the land to the U.S. Fish and Wildlife Service, which would add it to the Rocky Flats National Wildlife Refuge.

The deal also means the city of Boulder will no longer oppose the construction of the Jefferson Parkway, a 10-mile toll road that would run from Colorado Highway 128 to Colorado Highway 93. Jefferson County, Arvada and Broomfield support the

project and have formed a public authority to find a private company that would design, finance, build and operate the toll road.

Golden and Superior are among the communities opposing the project.
Posted May 4.

Sherrell to lead Sunflower

BOULDER — Sunflower Farmers Market's board of directors has appointed Chris S. Sherrell to serve as the natural grocers' chief executive officer.

Sherrell had been interim CEO after the company's founder and CEO Mike Gilliland resigned after being arrested in February as the result of a Phoenix police child-prostitution sting. Gilliland has pleaded not guilty to a charge of soliciting prostitution from a minor and is scheduled to appear in court in August.

Sherrell, 34, has served as president and chief operating officer since October 2008.

He has been with the company since its inception in 2002. Sherrell started in the natural and organic channel of the grocery business at the age of 17 as a deli clerk making minimum wage. As Sunflower grew, he progressed through numerous roles, serving as director of operations, new store operations team, meat and seafood director and information technology director.

Sunflower Farmers Market, with corporate support offices in Phoenix and Boulder, has 33 stores throughout six Southwestern states: Colorado, Arizona, New Mexico, Nevada, Utah and Texas.
Posted May 6.

MicroPhage seeks funding

LONGMONT — Microphage Inc. is looking for a \$10 million investment to bring a new diagnostic blood test to market after receiving a key clearance from the U.S. Food and Drug Administration.

The Longmont-based test maker is currently negotiating with potential industry partners who can invest, said Don Mooney, chief executive officer. The company said May 6 the FDA gave clearance to its test to detect whether or not Staphylococcus aureus infections are resistant or susceptible to methicillin. Methicillin-resistant staph infections cause thousands of deaths every year.

"This is a first-of-its-kind test in a new category," Mooney said. "We certainly hope to get things moving in Longmont."

The company plans to have new funding in place in the next three to four months and to ramp up plans to take the product to market by hiring new workers in sales, manufacturing, product development, quality and customer service, Mooney said.

To date, the company has been funded by "angel" investors, including the Alpine Angels financing group led by Gary Mesch in the Vail Valley, Mooney said.
Posted May 9.



The 11th Annual IQ Awards recognizes the most-innovative new products and services in Boulder and Broomfield counties.

Fill out the nomination form below and submit it by Friday, June 17 or go online to:

www.IQawards.com

Nominate your innovation today!

Company _____
 Address _____ Zip _____ Telephone _____
 City _____ Web Site _____
 Company contact phone and e-mail _____ CEO _____
 Describe the product or service in detail** _____

What is the primary market, and who are the major competitors?

Key people involved in the development _____
 Source of financing _____
 2010 revenue from product or service _____
 Name of nominator _____
 Telephone _____ E-mail _____

*Nominated companies must be based in Boulder or Broomfield counties or in the Denver/Boulder corridor. **Companies may send additional product or service materials (including brochure, video or product sample), as well as longer market description, with nomination.

Return the nomination form to:
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 Business Report, 3180 Sterling Circle,
 Suite 201, Boulder, CO 80301-2338

e-mail to news@bcbr.com, or fax at 303-440-8954.
 If you have any questions, please call the Business
 Report at 303-440-4950.



INNOVATION QUOTIENT AUGUST 2011

Boulder County Business Hall of Fame

The Boulder County Business Hall of Fame inducted six new members on April 27 at the Plaza Hotel and Conference Center in Longmont, the home of the hall of fame.

The class of 2011 includes Bradley Emrick, John Fischer, John Flanders, Dan Gust, R. David Hoover and Dan Souders.

Emrick co-founded BE Clean in Louisville in 1985. It now serves more than 100 locations from Fort Collins to North Denver.

Fischer is the president of Break Through Energy. He holds several directorships and advisory board positions including the University of Colorado's Leeds School of Business.

Flanders graduated from CU's law school and began practicing at the family law firm in 1970.

Gust, president of Gust Family Enterprises Inc., owns and operates Ace Hardware in Longmont, which he purchased in 1990.

Hoover retired as CEO of Broomfield-based Ball Corp. after more than 40 years with the company. He remains chairman of the board of directors for Ball Corp. and Ball Aerospace in Boulder.

Souders is the founder and owner of Western Disposal Services Inc. in Boulder. He has been a pioneer in introducing technology to waste hauling.



JONATHAN CASTNER

Members of the Boulder County Business Hall of Fame's Class of 2011 are, from left, John Fischer, John Flanders, Dan Gust and Dan Souders. Not pictured, R. David Hoover.



JONATHAN CASTNER

Suzanne Hoover makes an acceptance speech on behalf of her husband, R. David Hoover, who was unable to attend the Induction Luncheon due to a prior business commitment.



JONATHAN CASTNER

Class of 2011

Dan Gust, left, and John Flanders pin boutonnieres to their lapels prior to the Induction Luncheon.



JONATHAN CASTNER

About 350 people attended the Boulder County Business Hall of Fame's 2011 Induction Luncheon on April 27.

BOULDER VALLEY REAL ESTATE WATCH

Top 10 Boulder County Builders

Year-to-date through March 2011

Builder	Home Sales	County Market Share
1. Richmond Homes	12	19.4%
2. Boulder Creek Builders	7	11.3%
3. Cityview Peloton	5	8.1%
3. Meritage	5	8.1%
5. Northfield Commons/Coast/Markel	4	6.5%
5. Markel Homes	4	6.5%
7. Chanin Development	3	4.8%
7. BMB Builders	3	4.8%
7. Village at Uptown	3	4.8%
Remaining homebuilders	16	25.8%
Total	62	100%

Source: Home Builders Research

Top-Selling Boulder County Single-Builder Subdivisions

Year-to-date through March 2011

Subdivision	Builder	City	Average Price	Recorded Closings
1. Canyon Creek 6	Richmond Homes	Erie	\$297,600	12
2. Peloton Condos	Cityview Peloton	Boulder	\$368,100	5
2. Renaissance 3 Town Homes	Boulder Creek Builders	Longmont	\$220,600	5
2. Coal Creek Village 1	Meritage	Lafayette	\$346,700	5
5. Landmark Lofts	Chanin Development	Boulder	\$328,500	3
5. Coal Creek Village 1	BMB Builders	Lafayette	\$376,500	3
5. Village at Uptown Broadway	Village at Uptown	Boulder	\$480,000	3
5. North End Single Family	Markel Homes	Louisville	\$495,500	3

Source: Home Builders Research

Burden pitches project in Longmont

LONGMONT — Downtown Longmont could get an anchor development on its northern end if a project pitched May 4 to the Longmont Downtown Development Authority comes to fruition.

Burden Inc., a development company run by Cotton Burden and his son, Keith, is working on plans to build a mixed-use development at the northwest corner of Main Street and Longs Peak Avenue that would combine 115 apartments with 10,250 square feet of retail space.

The project is named the Roosevelt Park Apartments, in homage to the park that would neighbor it to the west, and the cost of the project is \$19.1 million, Keith Burden said.



REAL ESTATE
Michael Davidson

“We really do think this is a catalyst project.

It will create a northern gateway to downtown,” Burden said.

Burden Inc. has spent nine years buying parcels to create the 1.55 acre site, Burden said. The vision is that the mix of new residents and retail would bring new life to downtown.

Burden Inc. has considered several different ideas for the site, including residences that the occupants would own, but the plunging housing market and the recession make that idea unfeasible, Burden said.

Money remains a stumbling block. Burden said the project will need economic support from Longmont to make it a reality, although Burden would not say how much is needed. Rents are not high enough in Longmont to make the project possible, he said.

The Longmont Downtown Development Authority is looking at the project and will have follow-up meetings with its backers.

“Right now we’re trying to see what the magnitude of the project is and how it would affect the community,” LDDA executive director



COURTESY BURDEN INC.

Burden Inc. has proposed a mixed-use development for the north end of downtown Longmont. The project, named the Roosevelt Park Apartments, would build 115 apartments and 10,259 square feet of retail space on a 1.55 acre lot at the northwest corner of Main Street and Longs Peak Avenue.

Kimberlee McKee said.

McKee did not say what kind of assistance from public funds might be available to developers.

Initial reaction to the concept plan was favorable.

“It could be a significant step in the revitalizing the northern part of downtown,” said David Starnes, Longmont’s redevelopment program manager.

Burden said if financing can be secured the project could be started by early 2012.

Shears Adkins Rockmore, a Denver-based architectural firm with much experience designing urban infill projects, is the architect.

FORECLOSURES UP: The number of foreclosures initiated in Boulder and Broomfield counties increased in April, according to data from the county assessors’ offices.

Last month 95 foreclosures were started in Boulder County, up more than 23 percent from March but still below the 130 foreclosures that were filed in April 2010.

The number of foreclosures started in Broomfield more than doubled the past month, jumping to 19 from nine. In April 2010, 30 foreclosures were filed.

The number of foreclosures that were completed by a property sale remained steady. In Boulder County 60 sales were completed in April, down slightly from the 64 finished in March but more than the 54 completed in April 2010.

In Broomfield, five foreclosures were completed in April, down from the seven completed in March and the 10 that were finished in April 2010.

Longmont led all the cities in Boulder County in the number of foreclosures started and completed, with 35 and 31, respectively. In March, 36 foreclosures were filed and 32 deeds were issued.

In the city of Boulder, 23 foreclosure proceedings were started, which is the same as the number started in March, and nine properties were sold. Seven properties were sold in March.

OSKAR GROWING: Oskar Blues

Brewery LLC is the latest area craft brewer to expand, taking an additional 2,400 square feet of industrial space at 1910 Pike Road.

The space gives Oskar Blues continued space to grow. The company has been growing by 50 percent in recent years, and the space will help the company managed the added demand. The space is between Oskar Blues’ main brewery at 1800 Pike Road and the Oskar Blues Home Made Liquids & Solids restaurant and bar at 1555 S. Hover Road.

It also will include a batting cage, part of the company’s employee wellness program, CEO and founder Dale Katechis said.

Jason Kruse and Todd Walsh of the Colorado Group represented the listing company.

CONSULTANT MOVES: Tom Chenault, host of the Home Based Business Radio Show and a business consultant, has leased an office at 750 17th Ave. in Longmont, from where he will conduct self-help seminars

► See **Real Estate**, 29A

REAL ESTATE from 28A**Highest-Priced Home Sales in Boulder County**

March 2011

Sale Price	Buyer, Address
\$2,192,000	William N. and Angela G. MacGowan, 1285 Meadow Place, Boulder
\$1,950,000	Jay Sude, 1301 Canyon Blvd., Apt. 302, Boulder
\$1,860,000	Glenn R. and Betsy C. James, 9253 Blue Spruce Lane, Niwot
\$1,850,000	Christine A. Monfort, 1360 Walnut St., Apt. 401, Boulder
\$1,795,000	Ryan and Stephanie O'Connor, 6716 Niwot Hills Drive, Niwot
\$1,582,000	Boulder Brownstones LLC, 2828 Broadway St. No. 105
\$1,295,000	William C. and Jacquelyn B. Ross, 1164 Pintail Court, Boulder
\$1,162,500	Christopher C. Byrne, 2539 Briarwood Drive, Boulder
\$1,146,500	Grant and Alexandra Besser, 1109 Pine St., Boulder
\$970,000	Helen M. and Rex C. Bosley, 3875 Caddo Parkway, Boulder

Source: SKLD Information Services LLC - 303-695-3850

Foreclosures in Boulder Valley
(April 1-30, 2011)

City	Foreclosures Filed	Deeds Issued
Allenspark	1	1
Broomfield	19	5
Boulder	23	9
Eldorado Springs	0	0
Erie	4	1
Golden*	2	0
Jamestown	0	0
Lafayette	6	10
Longmont	35	31
Louisville	7	1
Lyons	2	1
Nederland	14	2
Niwot	0	0
Superior	1	3
Ward	0	1
TOTAL	114	65
Year-to-date 2011	342	242

*Reflects only the portion of Golden in Boulder County

Source: Public trustees of Boulder and Broomfield counties

about running a home-based business. Edward Regel, of Regel & Associates LLC, represented the landlord.

ULTRASOUND TECHS: MedPro Imaging Inc., a company that sells and repairs ultrasound equipment, has leased a 5,000-square-foot space in Longmont and plans to hire up to 20 engineers and technicians in the next year or two.

The privately held company based in Waukesha, Wisconsin, has taken the space at 1821 Lefthand Circle. The site is in the Campus at Longmont.

Hunter Barto of Dean Callan & Co. led the joint leasing teams from Dean Callan and Grubb & Ellis Co. in representing the Campus at Longmont. The Campus is owned by Circle Capital Property Management LLC.

Thomas Hill of Wright-Kingdom Real Estate represented MedPro Imaging.

BOULDER COUNTY

VALUES DECLINE: The assessed value of property in Boulder County fell by 2.7 percent in the most recent assessment cycle, according to information released by area assessors Wednesday.

Property values in Broomfield County fell by 2.2 percent the past year.

The release coincides with the mailing of notices of valuation to Colorado property owners. The new valuations will be the basis of the 2012 and 2013 property taxes. The notices will be sent out through May 2.

According to state law, assessors determine the value the properties had as of June 30, 2010. Current market conditions cannot be considered by the assessor's office or during the appeals process.

The reappraisal found that property values of Boulder County residential properties declined 2.6 percent from the last reappraisal, which concluded in 2009. The value of commercial and industrial properties was down 3 percent.

According to the Boulder County's Assessor's Office, the total assessed value of property in 2010 was \$5.8

billion. The market value is nearly \$50 billion. More detailed 2011 numbers were not available at press time.

The Broomfield Assessor's office found the total assessed value of property in the city was \$1.26 billion, down from \$1.27 billion in 2010. The office determined the true market value was \$8.35 billion.

The value of residential property fell by about 0.04 percent, Broomfield assessor John Storb said. The value of commercial and residential properties fell about 5 percent.

BOULDER

CLOUD COMPANY: SolidFire Inc., a year-old company that provides storage for cloud computing, has leased a 10,000 square foot office space at 1620 Pearl St. Suite 200.

SolidFire is ramping up its presence in Boulder and hiring new employees as it prepares to launch its main product later this year, vice president of sales and marketing Jay Prassl said.

SolidFire was incorporated in 2010 and originally based in Atlanta. Boulder is the company's new home, Prassl said.

SolidFire has raised \$12 million in venture capital.

SolidFire's building is owned by Pearl Street Mall Properties Inc. J Nold Midyette represented the landlord. Wade Wimmer and Tom Lepry of Jones Lang LaSalle Americas Inc. represented SolidFire.

HUD PILOT PROGRAM: The city of Boulder's housing authority has been chosen by the U.S. Department of Housing and Urban Development to participate in a program intended to improve services offered to people that receive federal housing assistance.

Boulder Housing Partners was selected by HUD to participate in the Moving to Work demonstration program. Moving to Work gives authorities the opportunity to design and test new programs that use federal funds to help residents find jobs, become self-sufficient and increase housing choices.

Nationwide there are 3,400 public housing authorities. Boulder Housing

Partners is one of 35 authorities participating in Moving to Work.

Authorities in Moving to Work receive exemptions from many current housing and voucher rules and have greater choice over how they use the federal funds. They are required to report back to HUD about the results of their programs.

The implementation of the program will be Jan. 1.

CONSULTANTS GROW: The Cadmus Group Inc., a consulting firm that specializes in environmental engineering and management, has doubled the size of its downtown offices.

The company has signed a sub-lease agreement for 14,183-square-feet of space at 1470 Walnut St. in Boulder. It is subleasing the space from the law firm Hogan Lovells US LLP.

The Cadmus Group previously occupied 7,000 square feet, said Hunter Barto, of Dean Callan & Co., who represented Cadmus. Annie Lund of Gibbons-White Inc. represented Hogan Lovells.

BROOMFIELD

AMUSEMENT FIRM RELOCATES: The nation's largest maker of crane games, kiddie rides and capsule-toy vending machines will receive tax rebates to move its corporate offices to Broomfield.

National Entertainment Network Inc., which is headquartered in Louisville, is moving into a 23,000-square-foot space at 325 Interlocken Parkway in the Interlocken Business Park.

National Entertainment Network manufactures, supplies and services games, rides and vending machines commonly found at retail stores and restaurants. Products dispensed from its equipment include plush toys, jewelry, small toys, candy and gum, according to the company website.

The company employs about 650 people nationwide, making it the largest "entertainment vending" company in the country, president Kevin Wall told Broomfield City Council during a recent meeting.

The council voted unanimously to approve a rebate of \$12,110 on National Entertainment Network's personal property and use taxes for moving to Broomfield. The rebate will be paid out based on taxes NEN pays over the next 10 years.

The company must relocate a minimum of 40 employees by the end of this year to receive the rebate.

INSTITUTE BUYS BUILDING: The Sensorimotor Psychotherapy Institute LLC purchased a 4,950-square-foot building at 805 Burbank St. in Broomfield. The purchase price was \$425,000, and the prior owner was Realty Income Corp. Cassidy Turley Fuller Real Estate represented the buyer. Frank Griffin, Susan Karsh and Mike Quinlan of Newmark Knight Frank Frederick Ross represented the seller.

LOUISVILLE

OIL SERVICES: Calfrac Well Services Ltd., a Canadian oilfield services company based in Calgary, Alberta, has leased about 23,635 square feet of industrial and office space in the Colorado Technology Center in Louisville. The space is at 331 S. 104th St.

Ashley Overton and Ronan Truesdale of Keys Commercial Real Estate, which is in Boulder, represented the landlord, The Park at CTC III LLC. Calfrac was represented by Solveig Lawrence of Howard Ecker and Co.

WESTMINSTER

CITY BUYS MALL: The city of Westminster will spend \$22 million to purchase the Westminster Mall and raze it to make way for new development in the area around 88th Avenue and Sheridan Boulevard.

The decision was approved May 2 by the Westminster City Council.

The mall is owned by the Westminster Mall Co., which in August sued Westminster over the city's plans to condemn the property as part of the redevelopment process. The lawsuit will be terminated with the purchase agreement.

The mall is located on a 105-acre site, of which the Westminster Economic Development Authority will own nearly 94 acres, or 90 percent of the land, according to a press released the city issued describing the acquisition.

The mall had 1.5 million square feet of retail space, and in the late 1990s had six anchor stores. It generated about 25 percent of the city's sales-tax collections. Its oldest sections were constructed in 1977.

Tenants will be notified of the pending ownership change, and the city hopes key anchor tenants will remain in operation as the mall is demolished and a new development is built.

Westminster and its development authority are attempting to build a mixed-use "urban-style development" on the site. It is trying to find a developer, the release said. Information about the project, dubbed Westminster Center, is online at www.westminstercenter.us.

OPINION

EDITORIAL

OnCore project should be feted for cooperation

Congratulations, Longmont. The city is reaping the benefits of a years-long effort to keep a valued high-tech manufacturer located — and growing — in the community.

OnCore Manufacturing Services LLC will occupy a 58,800-square-foot facility under construction in the Clover Basin Business Park in the southwestern part of the city. The company, which designs and manufactures precision devices for a variety of industries, will keep 180 jobs in the community, with plans to add another 50 workers over the next two years.

The deal that kept OnCore in Longmont goes back six years, when Keith Kanemoto of Prudential Rocky Mountain Realtors first began looking for a new site for the company. On-again, off-again efforts involved the city, the Longmont Area Economic Council, Longmont Power & Communications, and other companies in the private sector, including Fort Collins-based The Neenan Co. and First National Bank, and Westminster-based Western Property Advisors Inc.

Assembling a deal of this type is never an easy task. Any one of likely a dozen players could have scuttled the deal, or at least made it more difficult. But the public-private team overcame many obstacles, crafting a way to provide OnCore with a cutting-edge facility.

Those who helped make the deal happen included a Realtor seeking the best solution for the manufacturer; economic-development officials helping shepherd the project through the system; a builder willing to design, construct and own the building; landowners willing to subdivide the property; a utility provider with some of the lowest rates in the state; a bank willing to finance the project; a city wanting to keep a solid employer in town; and a company that sought to remain and grow in Longmont.

The city of Longmont is providing a variety of incentives to Neenan and OnCore, but one of its main contributions has been making it known that it valued OnCore, and would work to keep the company in the city.

Longmont has demonstrated economic development at its best, a combined effort of government and the private sector to foster a greater good — maintenance of high-paying jobs.



'Milestones' to highlight history

Special publication celebrates Boulder, Broomfield counties

MILESTONES

ICONS AND HISTORY OF THE BOULDER VALLEY

Two years ago, the Boulder County Business Report published what proved to be an extremely popular special publication highlighting the city of Boulder's sesquicentennial. Our editorial staff, though at first finding the prospect of recognizing the city's 150 years a bit daunting, ended up having a lot of fun producing 50-some profiles for what we called "Icons of Boulder."

We recognized everything from the Flatirons to the Boulderado, McGuckin's Hardware to Stephen Tebo — in short, any person, place or thing that we felt was truly iconic of the city.

Now, gluttons for punishment that we are, we're tackling an even larger project: Milestones: Icons and History of the Boulder Valley. This special publication will insert in June and will celebrate:

- The 150th birthday of Boulder County, with sections on the county's largest communities. Boulder was one of the 17 original counties created as part of the Territory of Colorado.
- The 50th anniversary of Broomfield's founding as a statutory city in

1961.

- The 140th anniversaries of the founding of Longmont and Erie in 1871.

Milestones will include sections highlighting our selections of icons for each community, with additional articles on the history of the major communities of Boulder and Broomfield counties.

And we'll seek to identify as many companies as we can that are at least 25 years old.

On the advertising side, we'll feature profiles of some of the region's most prominent companies of today.

Looking back on how our region has evolved over 150 years and more, it's staggering to consider the people, companies and industries — not to mention the way of life — that have come and gone. From agriculture and mining, the Boulder Valley has

become one of the world's greatest technological and entrepreneurial hotspots.

Milestones will insert in the Business Report, with a sizable overrun that will be distributed at events over the next year or two. We still receive inquiries about how people can obtain copies of Icons of Boulder, and we anticipate substantial demand for Milestones as well.

...

Planning is well under way for our fourth annual Green Summit, scheduled for 7:30 a.m. to 5:30 p.m., Tuesday, June 14, at the Millennium Harvest House Hotel in Boulder. The event will include sessions on clean energy, transportation, green business practices, the new Aerospace and Clean Energy Manufacturing and Innovation Center, the Niobrara oil-shale play and much more. Tickets are available at www.bcbr.com.

Christopher Wood can be reached at 303-440-4950 or via e-mail at cwood@bcbr.com.



PUBLISHER'S NOTEBOOK
Christopher Wood

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CALENDAR

14 The **2nd Annual GoldLab Symposium 2011** will be from 9 a.m. to 5 p.m. Friday and Saturday at Muenzinger Auditorium, University of Colorado campus. Topics include the evolving nature of acute diseases and health-care delivery worldwide. Free. For more information contact Roger A. Walz at 303-735-6718 or roger.walz@colorado.edu or Corissa JS Gold, 303-625-2098 or acgold@somalogic.com.

15 The **Health Center of Integrative Therapies**, a service of Longmont United Hospital, will host a free Watsu Open House from 2 to 4 p.m. at the hospital's 94-degree therapy pool at 1950 Mountain View Ave., Longmont. Free 10-minute Watsu demonstrations will be provided on a first come, first serve basis. Participants should bring a bathing suit, towel and bottle of water to participate. Observers welcome.

16 Boulder Digital Arts presents a free panel discussion on **Creating Mobile Apps**, from 6:30 to 8:30 p.m., 1600 Range St. Suite 100 in Boulder. Panelists will discuss the whole process, including working with programmers, platforms and tools and mistakes to avoid. Register at www.boulderdigitalarts.com. Contact Kira Woodmansee at 303-800-4647 or kira@boulderdigitalarts.com.

17 The Lafayette Chamber of Commerce presents Connect and Grow, a networking event, at 8 a.m. at the chamber office, 1290 S. Public Road, Lafayette. R.S.V.P. by May 16 at www.lafayettecolorado.com

The Lafayette Chamber of Commerce is presenting a **Business After Hours** from 5 to 7 p.m. at **Meritage Homes**, 591 Cordova Court, Lafayette. R.S.V.P. by May 16 at www.lafayettecolorado.com. Cost for chamber members is \$10 with an advance R.S.V.P., \$12 at the door. Nonchamber members, please call 303-666-9555.

18 The Boulder Economic Council presents the **Boulder Economic Summit** from 7:30 a.m. to 1:30 p.m. at the University of Colorado Boulder's University Memorial Center Glenn Miller Ballroom. Event includes breakfast. Speakers are Dwayne Romero, executive director, Colorado Office of Economic Development and International Trade on Innovation and Colorado's Economic Future; and Brad Feld, managing director, Foundry Group, cofounder of TechStars, on Boulder's Entrepreneurial Energy. Concurrent sessions on aerospace, biotech,

cleantech, IT/TechStars, natural and organic, and outdoor/active living. Lunch speaker is economist Richard Wobbekind followed by panel discussion Key Strategies for Maintaining Boulder's Edge. Cost is \$65 preregistered (\$60 Boulder Chamber members), \$70 at the door. Registration fee includes breakfast and lunch. Register online at www.bouldereconomiccouncil.org.

Chicago Title Company presents **What Happened to the Real Estate Industry?**, from 1 to 2 p.m., 3005 Center Green Drive, Suite 200 in Boulder. A discussion about how real estate lending use to work and how it all went wrong. An analysis of what led to the biggest economic crisis of 80 years. What is the government trying to do? Will it work? Where do we go from here? Cost: None. R.S.V.P. required. Contact: Bret Fuqua at 303-503-9556 or bret.fuqua@ctt.com.

The Lafayette Chamber of Commerce will conduct a ribbon-cutting ceremony at 4 p.m. at **Art Cleaners**, 300 E. Baseline Road, Lafayette. The new business offers dry cleaning, laundry, alterations, free pick up and delivery, using the environmentally friendly Green Earth Cleaning process.

19 Boulder Business and Professional Women will host its 11th Annual Authors Fair 5:30 to 8 p.m. at the Spice of Life Event Center, 5706 Arapahoe Ave., Boulder. Advance tickets are \$20 for BPW members and \$35 for guests if purchased by May 13. Tickets are also available at the door. The fair will feature a panel discussion led by three Colorado Front Range authors including Barb Tobias, "Tossed & Found: Where Frugal is Chic," Jasmin Lee Cori, "The Emotionally Absent Mother: A Guide to Self-Healing and Getting the Love You Missed;" and Erin Blakemore, "The Heroine's Bookshelf: Life Lessons, from Jane Austen to Laura Ingalls Wilder." A buffet dinner will be served. For more information go online at www.BoulderBPW.org.

21 Strawberry Festival Antique Show will be from 10 a.m. to 5 a.m. Saturday and 11 a.m. to 4 p.m. Sunday, Boulder County Fairgrounds, Exhibit Building, 9595 Nelson Road in Longmont. Antique Show and Cafe to benefit historic preservation. Eighty dealers in antiques and collectibles. \$5 meal includes barbecue sandwich and strawberry shortcake. Art show, glass grinder, bake sale. Gift certificates drawn hourly. Cost is \$4, under 12 free. Contact: Mary Pearson at 303-776-1870 or office@stvrainhistory.org.

24 The Lafayette Chamber of Commerce will present Learning Lunch from noon to 1 p.m. at the chamber office, 1290 S. Public Road, Lafayette. Topic is How to be No. 1 in your field and still be yourself. Presented by Bob Bennett. R.S.V.P. by May 23 at www.lafayettecolorado.com. This event is free and lunch will be served.

26 The Colorado Cleantech Industry Association presents its **Celebrate Cleantech Research** event from 2 to 7 p.m. at the Denver Museum of Nature and Science. The event will recognize and award researchers who have made a significant impact in the commercialization of technology for eight categories of the clean-tech industry – Bio-Derived, Clean Transportation, Efficiency in the Built Environment, Energy Storage, Smart-Grid, Solar, Water and Wind. Keynote speaker is W.S. Sampath, founder of Abound Solar (formerly AVA Solar) and director of the Materials Engineering Lab at Colorado State University. Panel discussion will feature technology transfer officers from University of Colorado at Boulder, Colorado School of Mines and CSU. More information about the event may be found at <http://www.coloradocleantech.com/2011-research-awards.html>.

28 The **Superior Morgul Bismark Classic** bicycle race and a variety of associated events will take place Saturday and Sunday in Superior. Events included road and criterium races, street fair, vendor booths, beer garden, concert and awards ceremony. Activities take place at the corner of Coalton Road and McCaslin Boulevard.

JUNE

4 Louisville Chamber of Commerce presents the **25th Taste of Louisville** from 10 a.m. to 4 p.m. in historic downtown Louisville and the Louis-Palooza band concert at the Steinbaugh Pavilion. Vendor booths cost \$100 for chamber members and \$250 for nonmembers. Deadline for vendor registration is May 20. Phone is 303-666-5747 or visit www.louisvillechamber.com and click on events for applications. **6-7** Louisville-based Envysion will present the **Second Annual Managed and Hosted Video Summit** at the St Julien Hotel & Spa in Boulder. Conference is intended to promote hosted video solutions and the adoption of managed video as a service. A full agenda and registration information are available at www.envysion.com/videosummit.

NONPROFIT NETWORK

FUNDRAISERS

A pancake breakfast fundraiser to benefit the nonprofit **Community Cycles** will be from 7:30 to 9:30 a.m., Saturday, May 14, at Applebee's Restaurant, 1906 South 28th St., Boulder. Cost is \$7. Proceeds will go toward Community Cycles programs, such as Earn-a-Bike, Rolling Bike Clinics and work-release program. Buy tickets at the door or online at communitycycles.org. For more information, call Sue at 303-564-9681.

A fundraiser golf tournament to benefit the nonprofit **Voices for Children CASA** will begin at 8 a.m., Saturday, May 21, at Ute Creek Golf Course in Longmont. Cost is \$85 per person. Includes practice balls, cart, lunch. To register contact Rosalie Smith at p280atlpd@yahoo.com or Allen White at [allen.white@noaa.gov](mailto:b.white@noaa.gov). Voices for Children serves abused and neglected children in Boulder County.

GOOD DEEDS

Butterball LLC, a turkey producer, donated more than 160 pounds of turkey pot roast to the **Salud Family Health Centers** for a Dia de los Niños celebration aimed at raising awareness about the importance of healthy living. During the event, Butterball's celebrity chef, Tony Seta, prepared his turkey taco recipe for approximately 400 guests who attended the Dia de los Niños celebration on Friday, April 29, at Butterball in Longmont.

GRANTS

The **Longmont Community Foundation** gave a \$5,000 grant to the **Seeds of Hope Charitable Trust** on behalf of the **Steven Holmes Fund**. The grant will be used to help with tuition assistance for economically disadvantaged families wishing to send their children to St. John the Baptist Catholic School in Longmont.

The **Broomfield Community Foundation** awarded 13 nonprofits a total of \$14,000 drawn from the Partners Fund, Rotary Morning Crossing Club Donor Advised Fund and the Sid and Joyce Levy Donor Advised Fund. Recipients were **Applebox Theatre**, \$500; **Aster Women's Choir**, \$500; **Broomfield Art Guild**, \$250; **Chamber Ensemble con Grazia**, \$600; **Boulder County AIDS Project**, \$1,000; **Boulder Shelter for the Homeless**, \$1,200; **Broomfield Choral Festival**, \$500; **CASA of Adams and Broomfield Counties**, \$2,000; **Dental Aid**, \$2,200; **Healthy Learning Paths**, \$500; **Partners Mentoring Youth**, \$1,500; **Visiting Nurse Association**, \$2,250; and **Women's Health**, \$1,000.

AWARDS



Brown

Hynes

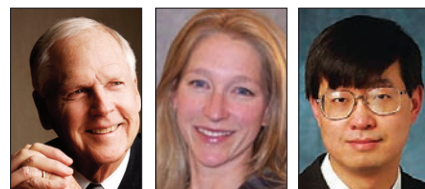
Manning

Harvey Segur, a professor of applied mathematics at the University of Colorado Boulder, has been selected to receive the 2011 Hazel Barnes Prize, the highest faculty recognition for teaching and research awarded by the university. Segur will receive an engraved university medal and a \$20,000 cash award, the largest single faculty award funded by CU-Boulder. The prize recognizes Segur's research on nonlinear waves, along with his teaching record as a CU-Boulder faculty member since 1989.

Attorney **Loren Brown** of Broomfield-based Donelson Ciancio & Goodwin PC received the Volunteer Attorney of the Year Award from the Adams/Broomfield Bar Association. He has volunteered time to the bar association and the Access to Justice Committee, the Sean May Memorial Run/Walk, Metro Volunteer Lawyers and Court Appointed Special Advocates.

The **Cemex** cement plant in Lyons received the Land Stewardship Award from the Portland Cement Association and Cement Americas magazine as part of the 2011 Cement Industry Energy and Environment Awards. The plant was a winner in the Land Stewardship category that recognizes a plant's efforts to protect and enhance the surrounding land. Cemex's initiatives included establishing pollinator gardens for native species, exotic and invasive weed species management program, transitioning disturbed sites to native prairie vegetation, and enhancing wildlife habitat, populations and monitoring.

The Community Foundation is honoring **Thurston "Ted" Manning** with the 2011 Stan Black Award, and **Norm and Carol Cail** with the Pat on the Back Award. Black has given a lifetime of "time, treasure and talent" to Boulder County nonprofit organizations. He has provided volunteer leadership to organizations such as Special Transit, Frasier Meadows Retirement Community, Boulder Bach Festival, CU's College of Music, Colorado Music Festival, Boulder Rotary, CU's



Mortenson

Schlachter

Ye

School of Education. Norm and Carol Cail have led and grown the Friends of the Longmont Library Book Sale and Board of Directors since the mid-1970s. The Friends of the Longmont Library Book Sale now handles more than 200,000 books per year and has annual revenue of \$70,000.

Christina Schlachter, chief executive of Boulder-based **Two Hemispheres Training**, received the 2011 American Express Make Mine a Million Award for small women-owned businesses. Two Hemispheres Training provides leadership development training for small- and mid-size women-owned businesses.

James Hynes, a professor in CU-Boulder's chemistry and biochemistry department, and **Jun Ye**, an adjunct professor in CU-Boulder's physics department, have been elected to the National Academy of Sciences, a top honor recognizing scientists and engineers for distinguished and continuing achievements in original research. Ye also is a fellow of JILA, a joint institute of CU-Boulder and the National Institute of Standards and Technology, and a fellow at NIST. The CU-Boulder professors are among 72 new members and 18 foreign associates from 15 countries elected in 2011. They will be inducted into the National Academy of Sciences during the 149th annual meeting, which will be held in April 2012 in Washington, D.C.

The University of Colorado presented **M. A. "Mort" Mortenson Jr.**, chairman of Mortenson Construction, with the University Medal for his lifelong dedication to the school and construction industry. University Medals are selectively presented to individuals who have outstanding achievements and contributions associated with the university.

Longmont-based **Rebit Inc.** received an Editor's Choice award from the Australian-based DigitalReviews Network. The award recognized Rebit 5 PC, backup software for personal computers.

DEAL from 5A

stituents in the Pac-12 states as it does in the Big 12 conference states, according to the foundation, which recently announced a \$1.5 billion fundraising campaign.

"With more athletic events in states like California and the related local exposure, it's natural that more of our alumni out there will think of CU and be reminded of their own positive experiences at CU," said Wayne Hutchens, president and chief executive of the CU Foundation. "This is a wonderful opportunity for the University of Colorado."

Ticket sales could increase 5 percent to 10 percent; and branded inventory revenue also may increase an estimated 15 percent to 20 percent, Nelson said.

In addition, CU may want to renegotiate its sponsorship and multimedia rights contract with Learfield Sports in Dallas, Texas, Nelson said. That contract is worth \$3.18 million in 2011; \$3.32 million in 2012; and \$4.25 million in 2020, the final year of the deal, Nelson said.

CU games also will be broadcast on TV regularly under the new agreements. The new Pac-12 Network and Pac-12 Digital Network will be owned by Pac-12 Media Enterprises, according to Pac-12 commissioner Larry Scott.

New TV arrangements include 44 regular-season conference football games televised annually on ESPN

and Fox broadcast or cable networks, including ABC, ESPN, ESPN2, ESPNU, Fox and FX. Another 10 regular-season football games per year will be on either ABC or FOX networks with a commitment for prime-time coverage. An additional 34 regular-season games will be broadcast on FX, ESPN, ESPN2 and ESPNU.

The remaining regular-season football games, an average of three games per week, will be broadcast on the Pac-12 Network. The Pac-12 championship game will be shown on Fox Sports in 2012 and will then rotate between Fox Sports and ESPN each year. It will take air during prime time on a Friday.

When it comes to men's basketball games, 68 regular-season games will air on ESPN, ESPN2, ESPNU and Fox Sports Net. The balance of men's basketball games — more than 120 each year — will air on either the Pac-12 Network or the Pac-12 Digital Network. The conference tournament — including quarterfinals, semi-finals and the championship game — will be shown on ESPN/ESPN2 or FOX Sports/FX.

Five women's basketball games, including the championship game of the Pac-12 women's basketball tournament, will air on ESPN channels. Olympic sports events also will air on ESPN networks and the new Pac-12 Network.



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